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THE NATIONAL NEWSPAPER OF MARKETING

'Clean Up' TV or Give It Up, Frost Tells ANA

Threat of Government Move Stresses Need to Act, New Chairman Says

For other news on the tv front see stories on Pages 2, 3, 6 and 8.

HOT SPRINGS, VA., Nov. 11—Members of the potent Assn. of National Advertisers, which includes almost all of the nation's top tv sponsors, were advised here to "clean up" their television shows, or give them up.

Offering the advice to 650 leading companies was Donald S. Frost, vp of the Bristol-Myers Co., newly elected chairman of ANA.

Mr. Frost, who alluded to the television quiz investigation in Washington, said that producers, contestants, networks and advertisers must all "share the onus" of "such questionable practices" as were bared in the Washington hearings. "Regardless of where the blame rests," he added, "the advertiser is involved."

The new ANA head then read a statement of the ANA's position, which he said grew out of a 14-hour session of the group's board of directors. The statement said:

■ "We in ANA recognize that, as a result of the recent television inquiries, there will be proposed codes of conduct and regulation put forth by networks, associations of broadcasters, individual stations and other responsible parties.

"Their purpose will be to merit public confidence in television programs and commercials.

"Toward this end, we as advertisers recognize our own individual responsibilities.

"It is our responsibility to see that every aspect of television with which we are connected meets our obligation of fair play to the public.

"A simple test by which each of our members may evaluate any contemplated material or procedure of programs or commercials is this:

"Would we be willing for the public to be fully apprised of *all* the facts and circumstances concerning the particular program or commercial?

"What has been brought to light in these past few weeks requires every advertiser to take an immediate and complete inventory of

(*Continued on Page* 120)

RAISIN WHOOPEE—*The California Raisin Advisory Board, Fresno, will use this four-color ad during the holidays in the December issues of Ebony, Farm Journal, Ladies' Home Journal, Look, Parents' Magazine, Seventeen, Sunset Magazine, True Story and Progressive Farmer. J. Walter Thompson, San Francisco, is the agency.*

FCC May Alter Policy on Show Responsibility

First Step: Hearing on Existence of 'Inimical' Practices Needing Action

WASHINGTON, Nov. 11—The Federal Communications Commission officially recognized the storm hanging over the broadcasting industry by announcing today that it has decided to hold a hearing to determine whether it should be doing something about rigged programs, corrupt disc jockeys and offensive commercials.

Until today's announcement, the commission, led by Chairman John Doerfer, had staunchly held the position that programming aspects of radio-tv are outside the commission's field of responsibility. Today's announcement promises only that the commission will consider whether "inimical" practices exist, and the extent to which the commission has authority to deal with them.

All five of the commissioners currently on duty here agreed to today's announcement, including Chairman Doerfer. Apparently it is the commission's reply to Rep. Oren Harris (D., Ark.), chairman of the House committee on legislative oversight, who commented last week that it is about time that FCC showed some energy in the face of current tv scandals.

■ As the commission spelled it out today, FCC is still a long way

(*Continued on Page* 120)

New York D.A. Seizes Radio-TV Ads for Regimen

NEW YORK, Nov. 13—Detectives and accountants from the district attorney's office yesterday seized a truckload of records and tv commercial kinescopes from Drug Research Corp., maker of Regimen, and its agency, Kastor, Hilton, Chesley, Clifford & Atherton.

While no charges have been filed, District Attorney Frank S. Hogan said, "We have been watching the Regimen commercials for the past six months," adding that the seizure was made to determine whether "false and misleading" advertising had been used for the reducing pill in violation of state law. The D.A. will now examine the records and call witnesses for a possible grand jury presentation.

Mr. Hogan said his investigation started on the basis of complaints from Regimen customers. He said he was acting in cooperation with the Federal Trade Commission, Food & Drug Administration, the Better Business Bureau and others, all of which had received complaints.

■ Regimen was introduced in 1957 with a reported $1,500,000 campaign; since then it has reported ad expenditures of over $1,000,000 annually. Last May the company signed an FTC consent order prohibiting certain misrepresentations. In May, 1957, Wonder Drug Corp., distributor of Regimen, agreed to stop soliciting mail orders, following a Post Office complaint. #

Libby Switches Canned Meats to Tatham-Laird

'Conflict' with Oscar Mayer Causes $500,000 Account to Move, AA Told

CHICAGO, Nov. 13—Libby, McNeil & Libby has switched its canned meats advertising from J. Walter Thompson Co. to Tatham-Laird Inc., effective Feb. 1, 1960. The account bills an estimated $500,000.

Some admen around town expressed surprise at the account change, since JWT had handled the canned meats for many years and will continue to handle all other Libby canned foods.

Libby reportedly was irked be-

(*Continued on Page* 120)

Grocery Manufacturers Okay Code of Trade Practices Governing Co-op

NEW YORK, Nov. 10—A milestone was reached yesterday when the Grocery Manufacturers of America opened its 51st annual meeting by publishing a 13-page booklet, "Trade Practice Recommendations for the Grocery Industry," including a proposal that advertising allowances be called "cooperative merchandising agreements" and an outline of what these agreements should consist of.

The opening session at the Waldorf-Astoria was also the occasion for a major policy address by Federal Trade Commission Chairman Earl W. Kintner, in which he announced the formation of a ten-man "Robinson-Patman task force."

Publication of the trade practice rules is considered significant because it represents a degree of cooperation between the grocery manufacturers and national food distributors that has been a long time coming. For several years now, GMA committees have been meeting jointly with various distributor associations in an effort to work out mutually agreeable trade practices.

■ GMA President Paul S. Willis said today that the recommenda-

(*Continued on Page* 94)

'Naive,' 'Unsophisticated' or 'Meritorious'? . . .

Admen Blast, Praise AA Editorial on TV

Plea to Admen to Adopt Magazine Concept of TV Rubs Fur Both Ways

CHICAGO, Nov. 12—Big advertisers and agencies disagreed drastically on the proposal made last week by ADVERTISING AGE that they give up control of television programs and turn it over completely to networks and stations.

The proposal was described by admen with varying degrees of emotion (including hot and cool) and in various ways, ranging from "naive" to "an idea with merit."

Opposition came largely—but with resounding exceptions—from the largest advertisers and agencies, while the middle-size agencies generally favored the proposal made by AA in an editorial, which urged that radio and tv programs become as separate from broadcast commercials as newspaper and magazine editorial content is from printed advertising.

■ S. M. Ballard, president of Geyer, Morey, Madden & Ballard, a New York agency investing about 40% of its $30,000,000 billings in tv, agreed in part, and then blasted AA:

"I agree, the advertiser should not dictate the content of television programming and certainly should not have the final word on development or direction of program material, except on matters of morals and good taste. From that point on, I disagree most heartily.

"You voice a theory that is being advanced with uncomfortable frequency. According to that theory, the advertiser should buy commercial time just as he buys

(*Continued on Page* 121)

Geyer's S. M. Ballard
". . . don't expect advertisers to buy pigs in pokes."

Last Minute News Flashes

Milnot Names D'Arcy Advertising

LITCHFIELD, ILL., Nov. 13—Milnot Co., producer of milk compounds, has named D'Arcy Advertising Co., St. Louis, to handle its advertising, succeeding McCann-Erickson, Chicago (AA, Nov. 9). The account bills approximately $300,000 annually. Martin Hauser, director of advertising and sales at Milnot, said about 15 agencies made formal bids for the account.

Commerce Clearing House Names Scott

CHICAGO, Nov. 13—Commerce Clearing House, publisher of topical law reports, has named R. Jack Scott Inc., Chicago, for its first consumer magazine campaign. *U.S. News & World Report* and *Wall Street Journal*, plus 14 business publications, will be used. The account will bill about $150,000. The company previously advertised direct.

(*Additional News Flashes on Page* 119)

Nielsen May Enter Print Rating Field With New Service

CHICAGO, Nov. 13—A. C. Nielsen Co., the broadcast ratings giant, is contemplating a move into the print measurement field.

Pilot tests have already begun on a magazine page exposure service on a continuing basis. Nielsen said, however, that it is still in the process of determining if the service is widely needed, and what specific data are required.

It is understood that for the print service, Nielsen would use the same permanent households that now report for its Nielsen Station Index for local station broadcast ratings. The assumption is that some comparisons could then be made regarding print vs. broadcast.

In the beginning, at least, Nielsen would restrict its print service to magazines and newspaper supplements. #

Tax Men Will Become Ad 'Censors' if Lobby Rule Stands, IRS Is Told

WASHINGTON, Nov. 13—Officials of the Internal Revenue Service were warned today that proposed "lobbying" regulations would set their agency up as a "censor" which could tell business what it can say in its advertising and what it can't.

Many of the more than 40 spokesmen for trade associations and other groups who appeared here during the past two days said the issues covered in the regulation are so delicate that the revenue service ought to turn the problem over to Congress.

Noting the heavy opposition that has been voiced, C. James Proud, spokesman for the Advertising Federation of America, contended that the adoption of a rule by the revenue service would be a mistake. "If this sharply defined national policy is to be enunciated," he said, "let it be enunciated by the Congress, particularly since the Congress is about to turn its attention to this very issue."

■ The two-day hearing was arranged after dozens of associations and labor unions filed comments objecting to revised tax regula-

(Continued on Page 119)

$3,000,000 Mars Account Shifts to Needham, Louis

CHICAGO, Nov. 12—Mars Inc. this week awarded its $3,000,000 advertising account to Needham, Louis & Brorby. The take-over will become effective Dec. 1, when Knox Reeves Advertising, Minneapolis, moves out (AA, Nov. 2).

James R. Fleming, vp and assistant general manager of Mars, said about five other agencies were considered. He said Needham's selection was based on "our need for complete agency facilities in Chicago and the depth of experience in the marketing of packaged goods on a national basis."

He also described the move as "a step in our over-all plan for greater depth in marketing and more coordination of sales and advertising." Another move in that direction was the appointment of Norman Vance Jr. to the new post of director of marketing, with control over sales, advertising and marketing research (AA, Nov. 9).

Mr. Fleming said he anticipated the ad budget next year would be about the same as in 1959—approximately $3,000,000. #

WILLIAM J. BREEN, *formerly vp and manager of the account service department, and vice-chairman of the plans review board of McCann-Erickson, has joined Lennen & Newell, New York, as a senior vp and management account supervisor.*

Luckies Taste Like Cigarets Used to, New Ad Slogan Says

NEW YORK, Nov. 10—American Tobacco Co. has launched a new campaign for Lucky Strike cigarets featuring the lead line, "Remember how great cigarets used to taste. Luckies still do."

Introduced once in the brand's summer newspaper campaign, the line reportedly made a strong impression. A second theme in the current campaign is, "Tobacco and taste too fine to filter."

■ In addition to newspapers in several hundred markets, and back covers of *Life*, *Look* and *The Saturday Evening Post*, a heavy schedule of ID spots will be used on radio and television.

Batten, Barton, Durstine & Osborn is the agency. #

'Post' Will Boost Rates, Rate Base With July 16 Issue

PHILADELPHIA, Nov. 12—*The Saturday Evening Post* has issued a new rate card which increases its circulation rate base to 6,250,000 and its advertising rates 7%, effective with the July 16, 1960, issue.

The new circulation rate base is an increase of 250,000 over the current base of 6,000,000 which went into effect with the Oct. 10, 1959, issue. In announcing the new base, Peter E. Schruth, vp and advertising director, said he expects *Post* circulation to average approximately 6,400,000 during the first half of 1960. *Post* circulation now has passed the 6,250,000 mark, he said.

■ The new rate card will increase the b&w page rate from $26,145 to $28,000.

Mr. Schruth said the *Post's* circulation has increased from an average of 4,905,850 in 1956 to 5,301,042 in 1957; to 5,745,145 in 1958 and to 6,004,080 in the first six months of 1959. #

Remember how great cigarettes used to taste?
LUCKIES STILL DO
You get back to smoking when you smoke Lucky Strike. You get back to fine tobacco and the best taste of all!
L.S./M.F.T. Lucky Strike Means Fine Tobacco
TOBACCO AND TASTE TOO FINE TO FILTER

NEW CAMPAIGN—*American Tobacco Co. is using inserts and back covers in Life, Look, Progressive Farmer and The Saturday Evening Post, plus radio, tv and newspapers for its new campaign for Lucky Strike cigarets. Batten, Barton, Durstine & Osborn is the agency.*

Cranberry Push Melts in Heat of Cancer Scare

$3,000,000 '59 Budget Loses Flavor When U.S. Says Berries Are Tainted

NEW YORK, Nov. 13—The Department of Health, Education & Welfare voiced its suspicion this week that cranberries treated with a weed killer may cause cancer, thereby blasting the industry's holiday sales hopes and vitiating its $3,000,000 ad investment during 1959.

The federal government's warning Monday that cranberry crops may contain a deadly substance which produces cancer in rats came in the midst of a heavy advertising effort by the industry to pep up traditionally heavy holiday sales and to promote year-round use of the product.

The government's timing was particularly damaging to the industry's ad and sales efforts, since about 65% of its annual volume

(Continued on Page 119)

TV Needs 'License' for Gimmicks in Ads, Lanigan Says

NEW YORK, Nov. 12—Producers of tv commercials should have a "poetic license" to use gimmicks in the presentation of products, John Lanigan, vp of Videotape Productions, said here yesterday.

Speaking before the Art Directors Club, Mr. Lanigan explained that it is sometimes necessary to "doctor" the product or the setting somewhat to make a product look and perform realistically. "The color blue bleeds less than white, so I don't think it's deception to use a blue shirt," he added.

Jack Sidebotham, head of the tv art department at Young & Rubicam, backed Mr. Lanigan's assertion as follows: "Using substitutes such as soap for beer heads are expedients which should be allowed. It is showing an honest representation of what people would actually see in their own homes. If, on the other hand, you show more cake icing than there actually is in a package, that's deceit," he added.

■ When asked by Moderator Bert Littmann, Pahmer & Littmann, what might be done to improve the taste level of "torture test" commercials, such as in the medicinal and therapeutic field, Ray Lind, vp in charge of tv production at Benton & Bowles, bluntly commented, "Any good business man will invest in a good venture even if it isn't in good taste." #

Yardley Moves Men's Products, Yule Promotion to DDB

Yardley of London Inc., New York, in a "reappraisal of its men's line," has appointed Doyle Dane Bernbach Inc., New York, to handle its men's products plus Christmas advertising of all products, effective Jan. 1. N. W. Ayer & Son, which has been Yardley's sole agency since 1927, will continue to handle Yardley's women's products. The splitting of the account will give each agency about $1,000,000 worth of billings.

According to the company, the realignment results from its decision to put greater emphasis on its men's line "which is becoming increasingly important and which was recently redesigned and repackaged."

Code May Need Ad Amendment, Herold Tells NAB

DENVER, Nov. 13—The television code ought to preclude misleading or fraudulent commercials, but if an amendment is needed to spell out the details, it will be passed.

That's what Joseph Herold, KBTV, Denver, and a member of the tv code review board, told the regional meeting of the National Assn. of Broadcasters here today, in the course of a lecture on the code which emphasized honesty of presentation.

He asserted that the emphasis of newspaper and magazine reporting on the misleading and fraudulent character of tv commercials has yet to come up with "the who, the where and the when, and, as I understand it, this isn't very good reporting."

■ He went on to promise that the code review board will continue to review tv advertising and to publish findings of the Federal Trade Commission, National Better Business Bureau and other organizations concerned with "legitimate" advertising.

"The code as it stands now should also preclude any hanky-panky in commercial presentations. But if an amendment is required to spell it out, the board will, I promise you, pass it unanimously."

Mr. Herold also dealt with the review board's standards for personal products, noting that "it doesn't take a research specialist to determine whether there is advertising now on the air which may offend ordinary good manners and good taste. You've seen it. I've seen it. Yes, and our viewers have seen it. We can't afford to lose audience because of a few commercials in dubious taste," he commented.

■ In off-the-record sessions, the broadcasters expressed their concern over the impact of the quiz scandal. #

Carter Files Last Ditch Plea With High Court

NEW YORK, Nov. 12—Carter Products has filed an application for a rehearing of the U.S. Supreme Court's decision Nov. 9 refusing to review a Federal Trade Commission order barring the company from using the word "liver" in its advertising or claiming the pills increase the flow of liver bile.

Filing of the petition resulted in a 15-day stay from the Supreme Court, during which time Carter will file a brief on constitutional questions it says the court should review. If the court agrees, Carter then will file additional papers supporting its contention.

If the court denies the application, it will mark the end of Carter's 16-year battle with the government over its Little Liver Pills, as this is the last legal resort by which the FTC ruling can be held off (AA, June 22), according to William L. Hanaway, counsel for Carter.

■ Earlier this week, a statement was published quoting Carter's president, H. H. Hoyt Sr., saying that henceforth the product will be known as Carter's Little Pills, but it was evident today that this step had not yet been taken. #

Highlights of This Week's Issue

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General Motors Corp. appoints Jack Izard advertising manager of its Chevrolet division, succeeding W. G. Power, who will retire Jan. 1 **Page 3**

National Broadcasting Co. makes plans for the fall, 1960, opening of its new fm closed circuit, Medical Radio System, which will broadcast to doctors' offices **Page 3**

Dr. Watrous R. Irons, president of the Federal Reserve Bank, 11th district, Dallas, says national intelligence quotient on inflation and related economic problems is low and its complacency quotient on the problems is comparatively high **Page 3**

National Lumber Manufacturers Assn. is told that it must step up its advertising and merchandising program if it expects to stand up in the face of competition from aluminum, steel, ceramics, plastics and other competing materials **Page 4**

Batten, Barton, Durstine & Osborn interoffice memo from 1955 says tv quiz rigging could hurt Revlon **Page 6**

E. B. Weiss, director of merchandising, Doyle Dane Bernbach Inc., predicts retailing giantism is leading retailers into their own widely advertised brands and greater competition with national brands **Page 11**

General Mills launches its ninth annual "This Year Give Food" holiday advertising campaign **Page 16**

National Bottlers' Gazette predicts the soft drink industry will hit sales of 1.5 billion cases in 1959, an increase of 12% over 1958 **Page 24**

G. E. Ankeny, general sales manager, Maytag Co., says new affluent society is becoming less patient with faulty appliances **Page 26**

Alvin W. Outcalt, sales promotion manager of Volkswagen of America, says U. S. consumer is becoming more mature **Page 59**

Home Furnishing Daily survey reveals appliance dealers consider merchandising publications to be their most valuable source of business information **Page 62**

Virginia Journal of Education and Tennessee Teacher reject ad for book on integration, "The Integrated Classroom" **Page 115**

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GMA Told of $75 Billion in Grocery Sales by '69, with Ad Pace 'Exploding'

Harper Ridicules Taboo on Agencies Handling Competitive Products

NEW YORK, Nov. 11—Grocery Manufacturers of America peered into the 1960s at its 51st annual meeting here this week, and in so doing GMA found itself deeply enmeshed in advertising, marketing and communications problems for the decade ahead.

Amidst a three-day schedule of speeches, visual presentations and panel discussions, more than 2,000 food manufacturing executives heard predictions of:

- A doubled advertising economy of $22 billion in the next ten years, an economy which may well require new media and techniques to handle the advertising surge.
- Annual grocery sales of $75 billion by 1969, with improved nationally advertised products accounting for nearly four out of five sales, despite heightened competition.
- A 210,000,000 population with a gross national product of $750 billion, a labor force of 80,000,000 and 40% of all families with incomes over $7,500 yearly after taxes.
- A need for research in six broad areas—including advertising and marketing techniques, consumer fact finding, product development and packaging—in order to keep pace with the coming changes in U.S. living.

■ On the opening day of their meeting, the nation's food manufacturers issued a historic joint announcement, together with major national food distributors, concerning recommended trade relations, with special attention devoted to the subject of advertising allowances (*see story on Page 1*). They heard Federal Trade Commission Chairman Earl Kintner announce the new ten-man "Robinson-Patman task force," along with a thinly veiled warning that FTC crackdowns against discriminatory practices are fast approaching unless the industry itself corrects abuses promptly.

■ At an executive session today, composed of the top management of 15 companies, presided over by General Foods Corp.'s chairman, Charles G. Mortimer, it was said that promoting industrywide acceptance and adoption of the trade practices recommendations is of utmost importance. While GMA and the distributor organizations have adopted the recommendations as official policy, it was said that there are a number of manufacturers who are not GMA members "who in the past have precipitated many unethical practices," and the importance of communicating the new trade practices to them was stressed.

One speaker characterized the recommendations as "a tool clear-

(*Continued on Page* 124)

McConnell Named for Kelvinator, CNR in Canada

TORONTO, Nov. 11—McConnell, Eastman & Co. gained two accounts this week; it was appointed to handle both Canadian National Railways and Kelvinator of Canada.

The CNR account, which will move from Canadian Advertising Agency March 1, is estimated to bill about $800,000 annually.

McConnell replaces McKim Advertising on Kelvinator, which markets refrigerators, ranges, home laundry equipment, freezers and air conditioning units. Trade sources say billings run between $50,000 and $100,000 a year.

■ The appointment of McConnell by Canadian National Railways ended a six-month survey of some 15 agencies by the government corporation. Trade sources told ADVERTISING AGE that Canadian Advertising came close to winning reappointment; MacLaren Advertising also reportedly was another close finalist.

McConnell, Eastman is generally known as a Conservative agency politically and directs the Department of National Revenue account for the Progressive-Conservative government.

McCann-Erickson will continue to direct the railroad's U.S. advertising. This portion is said to involve about $750,000 in annual billings at present, but it is believed the CNR is gradually cutting back its U.S. advertising.

Kelvinator's move from McKim apparently will not affect that agency's position with American Motors (Canada) Ltd., which it also handles. Kelvinator is a division of American Motors Corp., Detroit.

Gordon Sison, merchandising manager for American Motors here, said the company has "absolutely no intention of moving" from McKim. "We are extremely pleased with McKim," he said. "Kelvinator's operations here are completely separate." #

Sutton to Move to London as Managing Head of British JWT

NEW YORK, Nov. 13—Tom Sutton, manager of the J. Walter Thompson Co. office in Germany, is slated to move to London at the end of the year to become managing director of JWT's British company, ADVERTISING AGE has learned.

Mr. Sutton, an Englishman who opened Thompson's office in Germany in 1952, is regarded as one of the agency's bright young executives—by competitors as well as by JWT colleagues.

Tom Sutton

Starting from scratch, he built for JWT in Germany an agency that is now approaching the $10,000,000 billing level. He has proved to be an able administrator and a brilliant business getter.

An Oxford graduate, he is now returning to London—he originally worked for the JWT subsidiary, British Market Research Bureau—to manage Thompson's No. 1 office outside the U.S. JWT is billing an estimated $40,000,000 in Britain. It is the largest advertising agency in Britain.

■ This is the first top-level management change in the British company since the death of Rae Smith, an American, in 1946. Douglas M. Saunders, the present chairman of the British company, is reportedly retiring at the age of 65. He is expected to be succeeded as chairman by William Hinks, who is now managing director. #

Why you will enjoy Fort Lauderdale's seashore...more!

FORT LAUDERDALE

COLOR—*To meet competition of color advertising by other tourism advertisers, Fort Lauderdale, Fla., will use five junior color pages in Holiday and The New Yorker starting in December. George Evans Co., Fort Lauderdale, is the agency.*

Flav-R-Straws of West Formed by Adman Bayard

Co-Inventor of Product Expands Market via TV Spots on Kid Programs

LOS ANGELES, Nov. 10—Flav-R-Straws Inc., which had an advertising budget of $1,800,000 in 1957, but has done little advertising since, has sold back its rights to the 13 western states and Texas to one of the product's inventors, Jere Bayard.

Mr. Bayard, head of Jere Bayard Advertising, has formed Flav-R-Straws of the West Inc., to take

(*Continued on Page* 119)

Izard Named Chevy Ad Manager; Power Set to Retire Jan. 1

DETROIT, Nov. 11—Jack Izard was named advertising manager of the Chevrolet division of General Motors Corp. yesterday, succeeding W. G. (Bill) Power, who will retire Jan. 1.

Mr. Power, 63, has been Chevrolet's ad manager since 1950. He joined the division 31 years ago, and has served in sales promotion and sales training, was zone man-

Jack Izard

W. G. Power

ager in Jacksonville, Fla., and head of the division's metropolitan city department. He is a noted public speaker.

Mr. Izard was an assistant ad manager until last April, when he was named zone manager in Peoria, Ill. He joined Chevrolet in 1937, and served in zone offices in Dallas and New Orleans. He was named assistant ad manager in 1956.

Replacing Mr. Izard in Peoria will be Leon Dorn, currently an assistant advertising manager. #

U.S. Has Low Economic I.Q., High 'Complacency Quotient,' NAB Is Told

Irons Lauds Anti-Inflation Ads; Scandal Headlines Worry Broadcasters

FORT WORTH, Nov. 11—The regional meeting of the National Assn. of Broadcasters covered everything from inflation to personnel to tv code interpretation and editorializing, but the conversation in all the hotel suites centered on the ramifications of the quiz scandal.

As the NAB's regional meetings swing westward, panel members and speakers pick up each new edition of newspapers and read the new developments on the government investigation front, and each day's dire news puts a darker and longer face on the problems of the broadcasters.

■ Here are some of the meeting's highlights:

Dr. Watrous H. Irons, president of the Federal Reserve Bank, 11th district, Dallas, reported on the problems of inflation, commenting that the national "intelligence quotient" on inflation and related economic problems is comparatively low, and its "complacency quotient" on the problems comparatively high. He noted an obsession "with the problem of growth in the economy," and suggested that Americans have tried to promote growth "without full regard for its sustainability."

Dr. Irons commended the campaign of the life insurance underwriters, which seeks to bring home to citizens the consequence of inflation, and campaigns like that of the American Bankers Assn. and

(*Continued on Page* 28)

NBC FM Net to Beam Drug Ads, News at Doctors

NEW YORK, Nov. 11—NBC is contacting pharmaceutical companies to advertise their ethical drugs on a new fm closed circuit operation, Medical Radio System, which will broadcast to doctors' offices.

Scheduled to get under way by the fall of 1960, the multiplexing operation will carry music into waiting rooms and medical news broadcasts into doctors' offices by means of specially built receiving equipment. Initial plans call for three 15-minute medical newscasts, each one repeated four times daily. The network will operate 12 hours a day, five days per week.

Physicians are being solicited for subscription to the medical network. Charge for the service will be $120 annually, to include the cost, installation and maintenance of the multiplex receiver and speakers, according to Henry T. Sjogren, project manager. RCA Service Co. will install and service the equipment.

■ The medical hookup will start in 16 markets; plans are to expand to 70 markets eventually. Nucleus of the system will be NBC's six owned fm stations. NBC has already started lining up "affiliates," which will be paid by the network on a station compensation basis. To join the system, stations must have multiplexing equipment.

The over-all policy of the medical network will be under the direction of a board of prominent physicians, headed by Dr. Chester Scott Keefer, president-elect of the American College of Physicians, and executive director of the Boston University school of medicine. Other board members are expected to be named before the year is up. The medical information will be prepared for broadcast by a staff of writers headed by a managing editor.

The facilities of the medical fm system also will be made available, at no charge, to medical associations, public health groups and similar organizations for the dissemination of information of special interest to doctors. #

'Columbus Citizen' 'Journal' Merged

Scripps-Howard, Owner, to Run Editorial; All Business Under 'Dispatch'

COLUMBUS, O., Nov. 10—The first issue of the *Columbus Citizen-Journal*, a new daily newspaper which resulted from the combining last weekend of the *Columbus Citizen* and the *Ohio State Journal*, appeared yesterday on newsstands for the first time.

The *Citizen-Journal* is a morning newspaper and will be published Monday through Saturday. The national advertising rate will be the same as for the old *Ohio State Journal*. The optional combination rate for the *Citizen-Journal* and the *Columbus Dispatch*, this city's other daily, will be the same as the previous combination rate for the *Ohio State Journal* and the *Dispatch*.

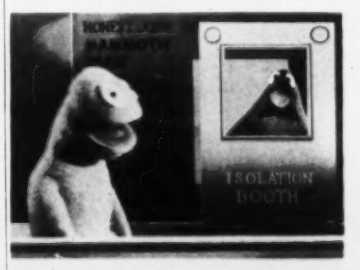
The merger resulted from an agreement between Scripps-Howard Newspapers, publisher of the

(*Continued on Page* 6)

Comic Commercial Admits It's Rigged

WASHINGTON, Nov. 10—The prize-winning Wilkins Muppet commercials scored a belly laugh here last week with a sequence capitalizing on tv's embarrassment over rigged quiz shows.

While congressional investigators were still digging for the facts about quiz show rigging, the Muppets broke out on three Washington network stations in an eight-second spot which gets under way with "Wontkins," the more obtuse of the



two, in an isolation booth on the "Honest John Wilkins Mammoth Quiz."

When Will, who is cast as emcee says: "Now the jackpot question. What's the finest coffee?," Wontkins answers, "Well, you told me to say Wilkins."

■ Bells ring, the lights in the isolation booth go out, and Will faces camera in disgust, declaring, "Another quiz show hits the dust."

M. Belmont VerStandig, agency for Wilkins coffee, reports the spot was used 50 or 60 times during the week. #

As Competition Stiffens . . .

Lumber Industry's Plan for '60s— $6,600,000 Ad Fund, New 'Salesmark'

Tv Show Contemplated to Win Acceptance a la Gas Industry Drive

WASHINGTON, Nov. 10—The show-stopper at the National Lumber Manufacturers Assn. meeting here this week was a two-hour chart and slidefilm presentation which tells the industry that it has to step up its advertising and merchandising program many-fold if it expects to stand up in the face of competition from aluminum, steel, ceramics, plastics and other competing materials.

Assembled by the association's staff, and its agency, VanSant, Dugdale & Co., Baltimore, the plan contemplates an increase from the current $1,300,000 a year association effort to $12,500,000 annually during the 1960s. Roughly half the expenditure—$6,600,000—would be for advertising, including a big slice for tv.

Lumber manufacturers were told the well organized research and merchandising operations of their competitors have already cut into markets for lumber, with total shipments down from 37.9 billion board feet in 1955 to 33 billion in 1958.

■ Wide-screen, rear projection color slides were used to dramatize the research and advertising resources of leading aluminum producers like Alcoa, Reynolds and Kaiser. Tv commercials for U.S. Steel and Alcoa aluminum were screened, as industry members were told, "That isn't designed to sell lumber."

Lumber manufacturers have been getting their initial taste of national advertising this year with eight color pages in *Life* under the slogan, "There's nothing in the world like wood." These ads, together with schedules in building trade publications and other specialized publications, are financed from a $1,300,000 fund which has accumulated under a voluntary arrangement which requires participating manufacturers to contribute 10¢ for every 1,000 board-feet of lumber shipped.

■ Mortimer J. Boyle, NLMA exec vp, estimated that the program outlined today would require contributions of $1 per 1,000 board-feet of lumber shipped. He contended that the additional prestige which will accrue from a special "salesmark" which will be a keystone of the promotion should enable participating manufacturers to obtain a premium of as much as $2 per 1,000 board-feet for their product.

Under the plan, advertising in national magazines would be stepped up to include two-page color ads in *Life* and *The Saturday Evening Post* 12 times each per year. Through this national magazine program, according to the agency, the industry would reach three out of four homes.

To win fast public acceptance of the salesmark which the association hopes to merchandise, a major share of the advertising would be earmarked for sponsorship of tv spectaculars. "Tv has done a wonderful job of getting fast national acceptance for the blue flame salesmark of the gas industry," it was said, "and sponsorship of these shows will provide a big audience and fast results."

■ The comparison between the problems of gas producers and lumber manufacturers was stressed repeatedly in the presentation. Gas producers lacked identification, and faced competition from well-established advertisers like Westinghouse, General Electric and RCA, the lumber manufacturers were told. By the same token, lumber lacks an identifying trademark, and is faced with competition from skillful advertisers like U.S. Steel and Alcoa.

Actual design for the lumber industry salesmark is still tentative, the agency said.

The national campaign would urge consumers to watch for the salesmark when they buy lumber, or when they visit a site where construction is under way. Association officials expressed confidence that the use of the salesmark can be limited to industry members supporting the research and promotion program. They cautioned, however, that anti-trust difficulties might result if the salesmark were used in building specifications.

Under the time schedule outlined by Mr. Boyle, the lumber manufacturers apparently are at least two years away from tv sponsorship. Among the hurdles remaining to be cleared are five separate NLMA committees which must evaluate the proposals, and 17 regional associations which must consider and approve them.

■ Advertising in specialized media would be rounded out with increased schedules in builder and architect publications, and the addition of schedules in retail dealer publications and educational magazines.

In addition to advertising, which amounts to $6,600,000, the plan has three other major points:

- Enlarged field staff for technical work with builders, dealers, architects, engineers, and community leaders—$2,500,000.
- Coordinated direction of research and product development —$700,000.
- Local merchandising and publicity activities, involving a special nationwide publicity field staff and a program of motion pictures —$2,500,000. #

ABC Boosts Wattenberg

Morris Wattenberg, formerly promotion coordinator and senior presentation writer at ABC Radio, New York, has been promoted to director of sales development and research at the network. He replaced Hal Cranton, who resigned several weeks ago to join Metropolitan Broadcasting Co. as director of advertising and promotion.

OUR READERS ARE THE MOST EXTRAORDINARY PEOPLE IN EUROPE

We always knew it— NOW WE CAN PROVE IT

Send now for our brand-new audience study "FACTS . . . about the European Edition of the New York Herald Tribune"—profitable reading for everyone doing business not only in Europe but also Africa and the Middle East.

Write for your free copy.

EUROPEAN EDITION
NEW YORK Herald Tribune
230 West 41 Street, New York 36, N.Y.

15th Market in Total Retail Sales

Quickest Route to Automotive Sales

Greensboro's automotive sales stand out in the NEW South's top 25 markets, bumper to bumper with Charlotte, Chattanooga, Knoxville and other prominent markets. Drive for greater sales via the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation daily; over 400,000 readers daily.

Write on company letterhead for "*1959 Major U. S. Markets Analysis*" Brochure of all 292 Metropolitan Markets.

Greensboro—1st Market in the Carolinas— 79th in the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Courage and "The Prudent Man"

You recognize this man almost instantly. Not just by his title—although he's apt to be President or Board Chairman of a large manufacturing firm. You recognize him also by the personal qualities he brings to his business affairs.

Most immediately noticeable, perhaps, is the courage of this "Prudent Man". The courage to take all necessary risks. The courage, for instance, to build a new plant. To initiate a new personnel policy. To start an employee retirement plan. Or embark on a long and expensive program of product research that may not pay off for years.

But underlying this courage, of course, runs a deep current of prudence, discretion and intelligence.

The Prudent Man brings these qualities to bear in evaluating the many critical investments his company must make. Among them the investment in advertising is often the largest and the most crucial. He must ask himself many searching questions. For example: How much of his company's advertising investment should be in television? How much in print?

The opportunities in television are great and The Prudent Man will not want to turn his back on them. Nor can he turn his back on the risks in television, either.

He recalls, for example, that many quiz shows, riding high one season, were off the air the next. And it seems that a fickle public is now giving "westerns" the same treatment. Of the 7 westerns listed in the "Top Ten" ratings at the height of the past season, only 3 were still among the "Top Ten" at the season's close.*

The Prudent Man accepts these risks with his eyes wide open. But he goes further. He invokes the cardinal principle of all sound investment—the principle of diversification. He insists upon balancing the more speculative risks in television with the stability of print.

The Prudent Man will know...

. . . that print is the most stable of all advertising investments.

. . . that good magazines and newspapers are the "blue chips" of print.

. . . that with THIS WEEK Magazine as a basic investment, his company's advertising portfolio is soundly structured with the biggest "blue chip" of all.

*Nielsen Television Index

A Guide for the Prudent Man

"The trustee should exercise prudence in diversifying investments so as to minimize the risk of large loss. He should not, therefore, invest more than a reasonable proportion in a single security . . . or a single type of security."

LAW OF TRUSTS, Austin Wakeman Scott
Second Edition, Section 228

This is an excellent guide for The Prudent Man in reviewing his firm's portfolio of advertising investments.

This Week MAGAZINE

—the Biggest 'Blue Chip' of all—
circulation more than 13,000,000

The Keystone of Prudent Advertising Investment

TV Quiz Rigging Could Hurt Revlon, '55 BBDO Memo Said

WASHINGTON, Nov. 10—A 1955 inter-office memo from one executive to another at Batten, Barton, Durstine & Osborn—revealed last week by the House committee on legislative oversight—commented that "nothing will make Revlon look worse than if the public thinks there is some kind of trickery going on behind the scenes" of the "$64,000 Question."

On Jan. 13, 1955, BBDO picked up its first parcels of Revlon business, but Norman, Craig & Kummel was the agency of record on "The $64,000 Question" when it made its debut in June, 1955.

BBDO was working on Revlon commercials, and here is an evaluation of the new program forwarded to Robert Foreman, BBDO exec vp, on June 8, 1955, by Albert Ward. (BBDO became agency of record on the program Feb. 14, 1956.) The memo said:

"From what I could see behind two monitors—one orchestra conductor, two announcers, three microphone booms—the live viewing of '$64,000 Question' would not thrill me much. From what I could see on the monitor, I would assume that the person listening at home might have had a pretty suspenseful half hour of it.

"I would say advertisers and show business are getting to sound too rich and may be a little offensive in their wealth. I think this element and the way it is handled can be held down. I think the business of having the manager of a New York bank flanked by two of New York's finest has a slight ring of a plugged nickel. The two contestants were possibly a little too good looking and a little too bright for the real good of the show.

■ "Granted an opening night may need a little bit of rigging to make it come off properly, but we have to realize that we are getting an awful close look on the home screen, and nothing will make Revlon look worse than if the public thinks there is some kind of trickery going on behind the scenes.

"Hal March was a very good and very wise choice. He was glib, affable and alert. I am sure when the occasion arises he can be sardonic enough to keep the public liking him for a long spell.

"I don't think the scenery has the necessary look of elegance. If it is possible to give away over $64,000 in one night, then I think the set should look a little bit more elegant. I felt it looked a little bit like Akron little theater.

■ "The main title lacks styling, which is part and parcel of the whole Revlon concept. The commercials should also give the public an awareness of the Revlon look. Possibly we could be instrumental in developing this look or trademark for the whole show. It just seems to me that all Revlon is concerned with has to do with styling, quality and beauty. As usual, I have carped maybe too much about changes that could be made. I would like to end by saying I think the show has wonderful show elements. I am sure it will have a big public and has all the earmarks for ratings well up in the 30s. I would think the opportunity for promoting this is as great as it was when Phil Baker used to play his accordion, and he was only giving away hairpins. As I heard Lou Cowan say after the show, when he completed a phone call, 'Fellows, we are in.' That was Gitlin on the phone. A. W." #

Sweeney Joins Hutchison

Michael J. Sweeney has joined the sales staff of Ewing Hutchison Co., Chicago, publishers' representative. Mr. Sweeney, formerly with Industrial Publications, Chicago, succeeds John M. Henrickson, who has retired.

'Columbus Citizen' 'Journal' Merged

(Continued from Page 3)

Citizen, and Dispatch Printing Co., publisher of the *Ohio State Journal*, as well as the *Dispatch*.

Under the arrangement, Scripps-Howard will own the new daily and provide all of its editorial services, while the printing, selling of advertising, circulation and all other functions will be handled by Dispatch Printing Co., which will act as an agent for the *Citizen-Journal*.

■ Scripps-Howard reportedly will receive a percentage of revenues and profits from the operation of the new newspaper. Scripps-Howard stressed that the *Citizen-Journal* will be competitive with the *Dispatch*, and that the owners of the *Dispatch* will have no representation in the management of the new newspaper.

Scripps-Howard said the move was undertaken to "meet present day economics" and that the new plan would "allow the greatest efficiency." More than 300 printers, engravers, pressmen, and advertising and editorial departments personnel were let out by the *Citizen*. The *Citizen's* plant will be closed, and its editorial staff will move into Dispatch Printing Co.'s plant.

The top executives of the new daily include Don E. Weaver, editor, formerly editor of the *Citizen*, and S. J. Dilenschneider, business manager, who held the same job with the *Citizen*. Melvin Tharp, who will continue as ad director of the *Dispatch*, will be the *Citizen-Journal* advertising director.

O'Mara & Ormsbee, which has represented the *Dispatch* and the *Ohio State Journal* for many years, will represent the *Citizen-Journal*. The *Citizen* previously was represented nationally by the Scripps-Howard organization.

■ Advertising revenues and circulation of both the *Citizen* and the *Journal* reportedly have been declining steadily for some years.

The latest Audit Bureau of Circulations figures show the *Citizen* with a daily afternoon circulation of 89,942 and a Sunday circulation of 91,224. This compares with circulation three years ago of 90,066 for weekdays and 104,245 Sundays.

The *Journal* had an average morning circulation of 73,605, according to ABC figures as of March 31, 1959—considerably less than its 80,184 as of March 31, 1956.

■ The *Dispatch* is by far this city's largest newspaper, with a daily afternoon circulation of 185,437 and a Sunday distribution of 249,403. The *Dispatch* is not affected by the combination.

Melvin Tharp, advertising director of the *Citizen-Journal* and the *Dispatch*, told AA that 160,000 copies of the new newspaper will be printed each day this week, and that the *Dispatch* will print from 185,000 to 240,000 weekday copies and 325,000 Sunday copies this week.

The Columbus arrangement is similar to a deal arranged by Scripps-Howard in Birmingham nine years ago, when it "merged" the *Birmingham Post* with the *Age-Herald*, owned by Birmingham News Co., to form the *Post-Herald* (AA, May 22, '50).

In Scripps-Howard's latest combination effort prior to Columbus, it combined its *San Francisco News* with Hearst's *San Francisco Call-Bulletin*. A new corporation—Apex Publishing Corp., owned equally by Hearst and Scripps-Howard—was established to run the combined newspaper, the *News-Call-Bulletin* (AA, Aug. 17, '59). #

IN YOUR LIST-MAKING FOR 1960

WHERE WILL YOU FIND A BUY LIKE THIS?

In 1933, when in response to the need for an industrial paper read for one purpose only: PRODUCT NEWS AND INFORMATION, Industrial Equipment News originated the whole field of product-news publishing, IEN's circulation was 30,000 and the rate per thousand $2.30.

The June 1959 issue of IEN reached 74,764 controlled circulation, yet the rate per thousand (12-time, for the standard 1/9-page space unit), in spite of 26 years of advancing costs, was and is no higher than $2.47.

Think of it, with a steadily gaining circulation to 2½ times the 1933 figure, and in the face of publishing costs which have far more than doubled, IEN still offers you a much improved book at a per unit cost up only 7% since the bottom of the Great Depression!

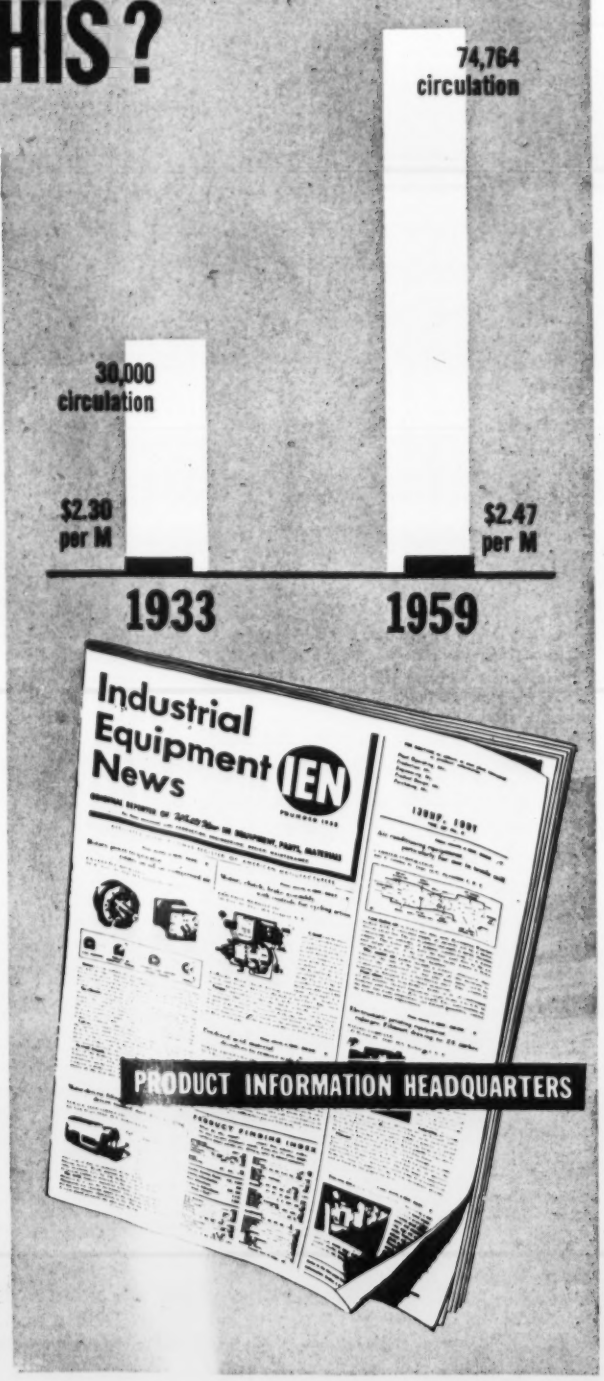
IEN's accomplishment is your opportunity.

For less than $200 per month you can now reach the 75,000 influential product selectors in the 40,000 most active and best rated establishments accounting for 4/5 of U.S. industrial production.

Since your markets are changing constantly because new products and new methods are creating new buyers almost everywhere, it is vital for you to get your product story before them promptly.

IEN will do this for you throughout all industries at a cost which will not throw your budget out of balance

Details? Send for NEW Data File Folder, including *The IEN Plan* and *Your Markets are Changing Now* brochure.



Industrial Equipment News

BPA Thomas Publishing Company ABP

461 Eighth Avenue, New York 1, N.Y.

Affiliated with Thomas Register

8 lengths ahead!

(ABC JUNE 30, 1959)

POST CIRCULATION IS MOVING AHEAD AT A DYNAMIC, STEADY PACE.

GAINED 8 TIMES MORE CIRCULATION THAN LIFE, FIRST 6 MONTHS 1959.

POST CIRCULATION IS RISING ON A TIDE OF NATURAL READER DEMAND.

THE OCTOBER 24 ISSUE RACED OVER THE 6,250,000-COPIES MARK.

POST PERFORMANCE SHOWS IN PAID-FOR, LONG-TERM SUBSCRIPTIONS.

POST VITALITY SHOWS ON NEWSSTANDS, OUTSELLS LIFE BY 2 TO 1.

FOR FULL VALUE, BONUSES NOT ARREARS, PUT IN YOUR OAR FOR THE POST!

IT'S THE FASTEST-MOVING MAGAZINE IN THE GENERAL WEEKLY FIELD.

The Saturday Evening POST

Sell the Post-Influentials with HI-FREQUENCY Ad Page Exposure!

In paid-for, hard-money circulation (no arrears), the Post is the number one general weekly! (Check your ABC and see!*).

*ABC Publishers' Statements, June 30, 1959

British Admen Like 'Insert' TV Ads, Collins Says

NEW YORK, Nov. 11—In Britain, where advertising on television is accepted, sponsorship of programs "is totally and absolutely prohibited by law." And this system "has worked."

Norman Collins, novelist and deputy chairman of Associated Television, one of the Britain's leading program contractors, gave this report today to the Radio-Television Executives Society.

In Britain, the program contractors supply the programs and sell time spots to advertisers.

Mr. Collins said originally there was heavy pressure for sponsorship. These people, he added, have "been proven wrong."

■ "The system of spot commercials has not merely been accepted but has been endorsed by Parliament, public opinion, the press, professional broadcasters, advertisers and advertising agencies alike.

"At this moment, if you were to go to any level-headed, responsible British business man and suggest that he should take over your program production costs, he would flee like a frightened fawn."

Mr. Collins said he wouldn't presume to comment on the American system. But he added that as far as Britain goes, he could see no reason "why the advertiser should have more say in a television service than he has in a newspaper."

■ He pointed out that "any responsible editor anywhere in the world would go to the stake rather than allow the advertiser to have any say in the editorial policy."

Mr. Collins added:

"Television as I see it should be in the hands of fulltime professional television business men . . . I myself think I know a good program from a bad one. I think I know something of scheduling an evening's entertainment . . .

"And I know nothing, I repeat, nothing, about making cigarets, brewing beer, manufacturing motor cars, canning soup, distributing detergents or beautifying and perfuming the female sex. Not only do I not know but I do not intend to find out. It is none of my business.

"Why then, I say to myself, should those professional in quite another sphere be allowed to invade my own?" #

All-Year Club Names Willis

Paul H. Willis, vp in charge of advertising of the Carnation Co., Los Angeles, has been appointed vice-chairman of the advertising committee of the All-Year Club of Southern California, which conducts tourist advertising campaigns.

DEAN VAN NEST, *with J. Walter Thompson Co. for the past 10 years, has joined Doherty, Clifford, Steers & Shenfield, New York, as a vp and account executive on the Bristol-Myers account.*

SPEAKER—*Leonard Truesdell, Zenith exec vp, tells the Agate Club of Chicago that salesmen need to be trained to sell quality (see story on Page 52).*

Savings & Loan Associations May Spend $77,000,000 in Ads in '60

DALLAS, Nov. 12—Savings and loan association managers, facing tough competition for savers' dollars in this period of "tight money," put plenty of stress on advertising at the U.S. Savings & Loan League's 67th annual convention here.

A report issued during the convention disclosed that associations across the nation will spend around $77,000,000 for advertising in 1959, compared with less than $70,000,000 last year and only $40,000,000 as recently as 1955.

But league President C. R. Mitchell, armed with an economic forecast indicating a potential tripling of savings and loan activities in the next decade, declared: "The development of a $165 billion business will mean more and more advertising. But more than that, it will mean better and more skilled advertising.

■ "We must develop prestige and service appeals. We will have to employ the most modern advertising skills and the best advertising brains if we are going to sell this business and if it is to grow, as it must, in the face of the competition for savings and investments for the next ten years."

The league also revealed during its sessions that it and the Savings & Loan Foundation will jointly finance a comprehensive national motivation research program to find out what the public thinks of savings and loan associations. Norman Strunk, the league's exec vp, said the league is now "looking around" for an organization to conduct the project.

■ The U.S. Savings & Loan Foundation, which is independent of the U.S. league and is supported by contributions from associations, said in its own report that its national advertising budget for 1960 will be $1,750,000, about 25% higher than in 1959.

The foundation runs national institutional advertising campaigns in magazines, including *Coronet*, *Life*, *Look*, and *The Saturday Evening Post* and in newspaper Sunday supplements. The foundation also sponsors the first half of the East-West football game on NBC-TV. #

TV, Radio Stations Spend Too Little for Promotion: Kaufman

PHILADELPHIA, Nov. 10—Henry J. Kaufman, managing director of Henry J. Kaufman & Associates, Washington, last week criticized radio and television stations for spending too little money on advertising for promotion of their stations.

"By any yardstick you choose to use media budgets are small, too small," Mr. Kaufman said in a talk at the fourth annual convention of the Broadcasters' Promotion Assn. (AA, Nov. 9). "You who sell space or time, unhesitatingly urge others to spend far higher percentages of sales, on their advertising, than you are willing to allocate to your advertising."

Turning to a survey that he conducted among radio and tv stations, Mr. Kaufman said he discovered that "the average national advertising expenditure per metropolitan area, in terms of ratio to non-network, national time sales is well under 1%." He said radio amounted to 0.55% and television 0.42%.

■ The study also disclosed that 40% of the respondents said their managements believe national trade promotion to be something less than essential. It also revealed that 33% of the tv respondents and 40% of the radio respondents said they operate without an annual promotion budget and "must plan from ad to ad, month to month, crisis to crisis.

"Obviously, this situation is bad, because it breeds bad advertising, justifies the lack of confidence that it breeds," he said. He added, however, that there is much evidence that some stations maintain healthy promotion budgets and believe in long range planning for promotions. #

MAB Sets Presentations of Buying Patterns Study

The Magazine Advertising Bureau will hold two special presentations of its new research study, "The Profitable Difference," during the coming week, in Chicago Nov. 17 and 18, in the Prudential Bldg. auditorium, and in New York Nov. 19 and 20, in the grand ballroom of the Waldorf-Astoria. Each meeting will start at 9 a.m. Newspaper ads announcing the meeting will appear Nov. 16 in the *Chicago Daily News* and *Chicago Tribune* and on Nov. 18 in the *New York Herald Tribune* and the *New York Times*.

The presentation is a study of the buying patterns of households reached by magazines and evening tv based on a survey of the national consumer panel of the Market Research Corp. of America, released last month (AA, Oct. 5). Speakers will include Edward C. Von Tress, senior vp of Curtis Publishing Co.; A. Edward Miller, publisher of *McCall's* and chairman of MAB's research committee, and Gibson McCabe, president of *Newsweek* and MAB chairman.

'H&G' Shifts Guarantee Date

House & Garden's new yearly average net paid circulation rate base of 675,000 will become effective with its February, 1960, issue, instead of with the September issue, as previously announced by the magazine. Advertising rates, previously announced at $4,975 per b&w page, will remain the same and will be effective with the magazine's September, 1960, issue.

House Unit Sets January Probe of 'Too Sexy' Film Ads

WASHINGTON, Nov. 10—Another aspect of advertising was slated for congressional investigation today, as a House post office subcommittee announced that it is calling representatives of the publishing and motion picture industry to discuss sexy motion picture ads and other questionable material.

The subcommittee, under Rep. Kathryn Granahan (D., Pa.), said the hearings, which will get under way in the last week of January, will follow up a report issued in September calling on the film and publishing industries to look into the effectiveness of their self-policing programs.

The leadoff witness in January, the subcommittee said, will be Eric Johnston, president of the Motion Picture Assn. of America. He will be asked to say what is being done to curb a recent upsurge of motion pictures with so-called "adult" themes, which are promoted with sexy ads. #

Wrigley Shifts Stress From Dailies to Spot TV in Major Markets

CHICAGO, Nov. 12—Wm. Wrigley Jr. Co. is pulling its familiar 70-line L-shape gum ads out of newspapers in major markets across the country Nov. 20 in favor of expanded spot tv using a soft-sell "wordless" ad series it has been running in some markets.

The one-minute spots are in a series that begins with ads that use only music and pictures of music notes. Later ads use music with cartoon drawings plus one brief picture of the product. Finally, lyrics are added to the spots. Then, the words are gradually dropped from the ads, leaving the tune to remind listeners of the words. Each series runs for six months.

■ The series, which Wrigley started to experiment with about four years ago in Grand Rapids, Mich., is offered as Wrigley's answer to repeated complaints about irritating hard-sell tv ads. A heavy volume of mail affirming that the ads have impressed tv viewers as a pleasant break has come from viewers in all markets where the ads have been used, according to Arthur Meyerhoff, head of the Chicago agency of that name which handles Wrigley.

In about 30 major markets these spots will replace 70-line ads that newspapers have been running regularly in comic sections for the past ten years. The shift leaves something like 640 newspapers on Wrigley's schedule, compared with about 800 newspapers four or five years ago. #

Sands Continues PR Duties

In reporting the move of Evan Baker from Grace Line Inc. to Doyle Dane Bernbach Inc. in its Nov. 2 issue, ADVERTISING AGE described Mr. Baker as former promotion and advertising manager of Grace Line, who was succeeded at Grace by Frederic P. Sands. Mr. Sands had previously handled public relations and corporate advertising for the company and will continue in that post. Mr. Baker formerly handled advertising and sales promotion for the passenger division only.

Multi-Ad Issues Auto Kit

Multi-Ad Services Inc., Peoria, Ill., has issued its 1960 auto promotion kit, designed to help newspapers sell more advertising to car dealers. The kit holds art work, mats, layouts and illustrations covering all makes of U.S. cars.

Radio, Too, Is Mark for Probe, FCC's Lee Warns

NEW YORK, Nov. 12—FCC Commissioner Robert E. Lee this week advised radio men not to feel too complacent because they have so far come off unscathed in the "sad saga of the fixed quizzes." In a luncheon address before the NBC radio affiliates, he suggested that radio's time might be next if the investigatory spotlight switches to the question of payola for playing records on the air.

■ Commissioner Lee said that he personally had "received a complaint which indicates that there may be stations or station employes or talent receiving sums of money or other material considerations as an inducement for the playing of selected records." Others are allegedly getting paid for handing out "free plugs" on the air, he continued.

He warned that this is not a "gray area" and said there is a "direct violation of the Communications Act" involved if these practices are going on. He advised station men to read carefully the sections of the Communications Act that require "that appropriate announcements are made of sponsorship.

"I would merely state that noncompliance with these provisions would raise very serious questions as to whether a licensee is operating in the public interest and whether he is qualified to continue the operation of his station. Ignorance by the licensee of the activities of his employes will not excuse violations of the law."

AMA Revises Code Governing Ads in Its Publications

CHICAGO, Nov. 11—Revisions and clarification in the American Medical Assn.'s standards for advertising in its scientific publications are expected to be released next month.

The AMA today said that the revisions, brought about by scientific advances in medicine (development of new drugs, drug mixtures, vitamins, etc.), will be published following approval of its board in December. Publications affected are the *Journal of the American Medical Assn.* and 10 specialized scientific books.

Ad standards for the AMA's consumer publication, *Today's Health*, are also under study, but revisions will not be released until 1960.

The association said it evaluates advertising in its own publications as a service to its member physicians, since doctors use the ads as a source of information. The evaluation is made on the basis of available data, and not on clinical tests or chemical analysis conducted by AMA.

When the revisions in standards for scientific publications are approved, the revised code will be printed in those publications affected, and also sent to advertisers and agencies. The present set of principles has been in effect since 1955. #

'New Jersey Business' Drops Cover Color Premium

New Jersey Business, published by the New Jersey Manufacturers Assn., Newark, is now offering four-color process colors for cover positions at no extra charge, beyond that quoted. ADVERTISING AGE erred in its Nov. 9 issue by reporting that the publication eliminated its premium for all color ads.

SOUTH AFRICAN

SOUTHERN HEMISPHERE

SWEDISH

ARABIC

FINNISH

NEW ZEALAND

DUTCH

FRENCH

U. S. WESTERN

MEXICAN

BRITISH

FRENCH CANADIAN

CARIBBEAN

GERMAN-SWISS

PORTUGUESE

AUSTRALIAN

IBERIAN

INDIAN

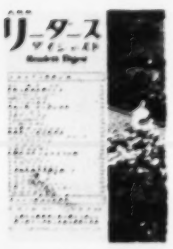
NORWEGIAN

GERMAN

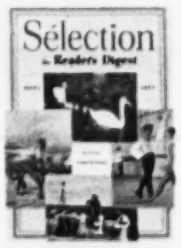
The world's most powerful selling force is local wherever it goes ...30 editions in 13 languages

ITALIAN

AUSTRIAN



JAPANESE

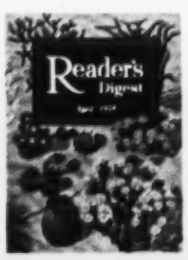


FRENCH-SWISS

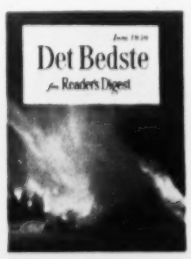
BELGIAN

OVERSEAS MILITARY

ARGENTINE



UNITED STATES



DANISH

ENGLISH CANADIAN

KLZ of Denver... Salutes...
A Radio-Active Business Executive

Ed Northway, Vice-President and General Manager of Hutchinson Homes, for launching its newest development . . . Applewood West. With over $75,000,000 dollars in building valuation during the past 10 years, Hutchinson Homes is one of Colorado's leading builders. And for several years Hutchinson Homes has been a regular KLZ advertiser with a one-hour remote broadcast each Sunday afternoon from one of their development areas, plus five participations in the Pat Gay Show each week and announcements in other KLZ Personality Programs. Let KLZ pre-sell for you in the rich Rocky Mountain Area.

ED NORTHWAY
Vice Pres., General Mgr.
Hutchinson Homes

KLZ radio 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

'59 Will Be Best Retail Year Ever, 'Business Week' Says

DETROIT, Nov. 10—"By the first quarter of 1960 we should be hitting $500 billion in terms of gross national product."

"1959 will be the best retail year on record."

These are some of the predictions made here by members of the *Business Week* editorial panel at a luncheon meeting sponsored by *Business Week* at the Adcraft Club. The meeting was attended by members of the Detroit Sales Executives Club, American Marketing Assn., and the local chapter of the Assn. of Industrial Advertisers.

The panel consisted of Eugene Miller, associate managing editor, moderator; Richard L. Waddell, marketing editor; Clark R. Pace, business outlook editor; Murray Rossant, finance editor; and George B. Bryant Jr., Washington bureau chief.

Mr. Miller predicted that "once the steel contract is signed you can expect the economy to take off with a whoosh." By the first quarter of 1960 "we should be hitting $500 billion in terms of gross national product. Without the dislocation of the steel strike we probably would have been able to hit it in the fourth quarter of '59."

■ Inventory building to replace the barren shelves left by the steel strike, he said, "will go on at a frantic pace. During the first quarter inventories should mount at least at a $5 billion annual rate.

"Capital spending for new plants and equipment," Mr. Miller said, "will probably run at the rate of $38 billion a year, and possibly as high as $40 billion in 1960.

"Consumer buying will climb, mainly because personal income is certain to rise. Durable goods look especially strong."

On the negative side, Mr. Miller said there would be a slight dip in new housing starts, and a continuation of the Federal Reserve tight money policy which may crimp some business men.

■ Predicting that 1959 would be "the best retail year on record," Mr. Waddell said that he believed "the boom is going to move strongly right into the new year with little in the cards to prevent another record year in 1960."

Mr. Waddell said that hard goods are probably the most important commodity for the economy as a whole because they have an important multiplying effect on a variety of businesses. These have recovered from their weakness and shown new strength this year, he said, and are likely to continue to do so.

He predicted that 1960 would be a 6,500,000 to 7,000,000 car year, with considerably over 6,000,000 in domestic makes.

Mr. Pace told the meeting that once the steel strike "is out of the way, the economic picture will brighten." The one danger ahead, he said, is overbuying, and some consumers may borrow more than they can afford on the instalment buying plan. "If we worry enough about it now," he added, "overbuying may never take place. It is just this that the government's tight money policy is aimed at preventing."

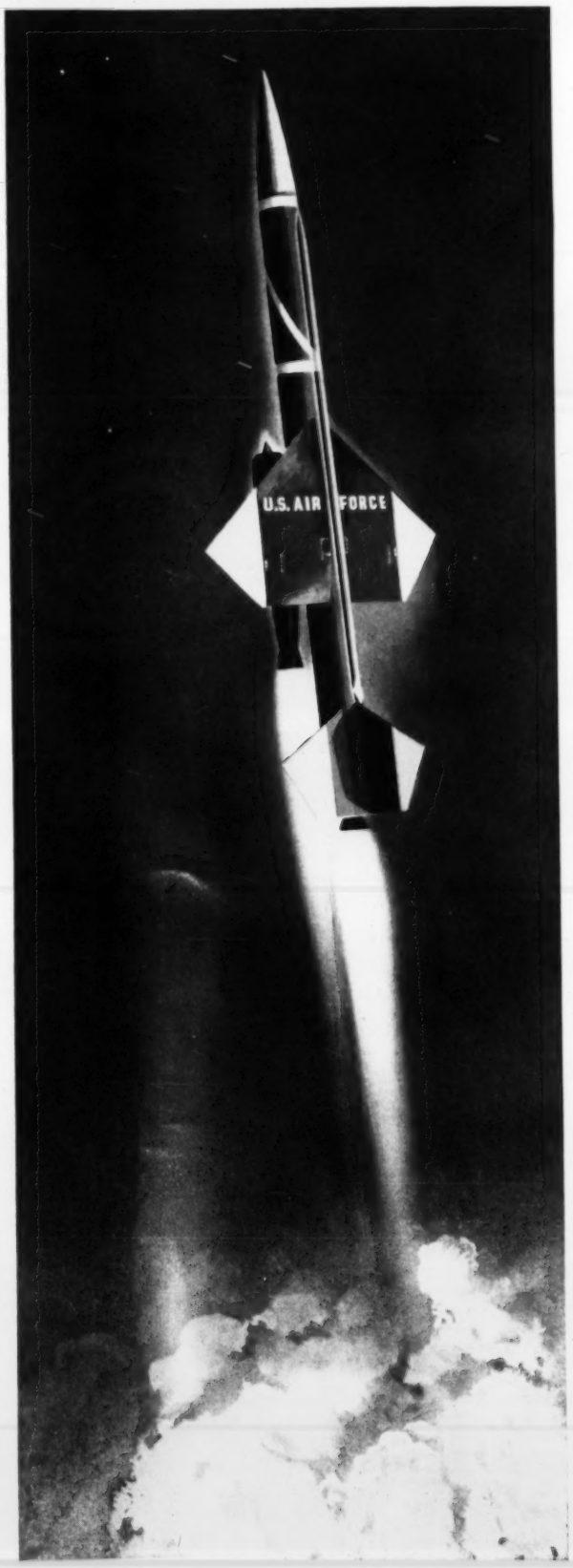
■ Mr. Rossant pointed out that the stock market has been a good prophet of business conditions over the past few years, and that currently it is predicting that business will be good next year, with profits tending higher and dividends increasing.

But he warned that "you can't take a rising stock market for granted. If business is unable to increase its sales and earnings, and cannot continue to raise dividends, the market will feel it, people will stop buying, and the market will go down." #

DDB Names Three A.E.s

Nat Kornfeld, formerly an account executive on the Schenley account at Batten, Barton, Durstine & Osborn, has joined Doyle Dane Bernbach Inc., New York, as an account executive on the Schenley brands that will move from BBDO to DDB Jan. 1 (AA, Nov. 9). Howard H. Beck, formerly with Richard K. Manoff Inc. and Grey Advertising Agency, has joined DDB as account executive on Salada-Shirriff-Horsey. The agency also has named Howard H. Becker, formerly with Manoff, an account executive.

Bomarc—Supersonic, pilotless interceptor air defense weapon. Range 400 miles.



It's Loaded

with buying power . . .

THE INDIANAPOLIS AREA*

● Yes, here's a market that will rocket *your* sales into orbit. So, fire away!

Here you'll find a rich 45-county trading area . . . with a population of over *two million* . . . with retail sales higher than the state retail sales in each of 23 different *states*.

And you'll also find that Metropolitan Indianapolis ranks 8th in retail sales per household among cities over 650,000 . . . 13th in effective buying income per household.†

The Star and The News give 54.9% coverage in this great booming market. So, make them your first choice for your product or service. Write today for a copy of "FACTS," a condensed report of the fine economic picture of metropolitan Indianapolis.

† Sales Management, Survey of Buying Power, 1959

*THE 45-COUNTY TRADING AREA THAT'S BIGGER THAN YOU THINK!

Population:	2,152,000
Income:	$3,823,053,000
Retail Sales:	$2,466,255,000
Coverage:	54.9% By The Star and The News

The Indianapolis STAR Morning & Sunday
The Indianapolis NEWS Evening

KELLY-SMITH COMPANY
NATIONAL REPRESENTATIVES

Retailers Brands May Go in Other Stores Too: Weiss

NEW YORK, Nov. 10—E. B. Weiss predicted last week that giantism in retailing is leading retailers into their own widely advertised brands and greater competition with national brands.

"I believe we will ultimately see efforts by large retailers to put their brands into outlets that are non-competitive geographically or otherwise," he told a luncheon of the New York chapter of the American Marketing Assn. He said that before long several giant retailers will be sending out salesmen to call on other retailers and compete with national brand manufacturers.

Contrary to the opinions expressed at the recent *McCall's* health and beauty aids forum (AA, Nov. 2), he said that store brands are becoming increasingly important in every category, including health and beauty aids, and he suggested that more manufacturers should make private labels as one way of combating this competition.

■ Mr. Weiss, director of merchandising for Doyle Dane Bernbach Inc. and an ADVERTISING AGE columnist, said manufacturers might get a better break for their national brands, such as more favorable shelf position, if they also supplied the retailer with a private label.

Among other means to combat the growing private label, he urged manufacturers to:

- Recheck all costs, with a view to lessening the price spread between national and private brands.
- Bring out new or improved products under their national label to help eliminate the "enormous similarity" between the two labels.
- Recheck allowances to retailers. He estimated that somewhere between 20% and 40% of retailers' private label advertising is actually financed by national manufacturers.
- Trend away from "excessive reliance on gimmicks, deals, contests, premiums and cash in the can." It has been proven that "these deals do not achieve a lasting increase in volume," he said, and do not strengthen brand image.
- Be more concerned about the consumer franchise inherent in a pre-sold brand, rather than the trade franchise, which is waning in importance, and create merchandising to that end.
- Tell a better story of the net profit contribution that is made by the national brand, a story which at present "is done fantastically poorly."

Much of Mr. Weiss's comments were a preview of the material which will be published shortly in a new Doyle Dane Bernbach Inc. study on store-controlled vs. national brands. #

Foulkes Named Sales Head

George A. Foulkes has been appointed general sales manager of WTHI, Terre Haute, Ind. Mr. Foulkes was formerly national sales manager of WTHI and WTHI-TV. Louis A. Froeb has been named assistant general sales manager. Mr. Froeb joined the station in 1950 and was appointed director of WTHI in 1953, and in 1954 was named commercial director of WTHI-TV.

Block Adds Hanan Shoes

Frank Block Associates, St. Louis, has been named to handle advertising for Hanan & Son men's footwear, now being produced by International Shoe Co., St. Louis. Beginning Nov. 1, Winthrop division of International Shoe became the exclusive producer and seller of Hanan shoes. The Block agency has handled advertising for Winthrop since 1933.

Johnston, Palazon Join Kane

Jim Johnston has joined Kane Advertising, Bloomington, Ill., as creative director for radio and tv, and Miguel (Mike) Palazon has joined Kane as art supervisor. Mr. Johnston was formerly promotion director of WMBD-TV, Peoria, Ill., and Mr. Palazon was formerly with Grant Advertising, Chicago, and D'Arcy Advertising Co., St. Louis.

M/M'S INFLUENCE IS GREAT

1 **because** it is edited for a specific audience—the conservative Protestant church market.

2 **because** M/M editors know what is of special interest to its subscribers...totaling almost 100,000.

3 **because** its readers are key people—influence buying in more than 60,000 active churches.

4 **because** of intense reader interest, advertising gets action in 2 markets—church and home.

MOODY MONTHLY • 820 N. LaSalle Street • Chicago 10, Illinois

Some markets are just naturally loaded

Take Cleveland, for instance. A combination of a compact, easy to reach area plus a high family income ($7,381) and you get a market with *Retail Sales larger than any one of 35 entire States.*

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES			
COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source. Sales Management Survey of Buying Power. May 10. 1959)

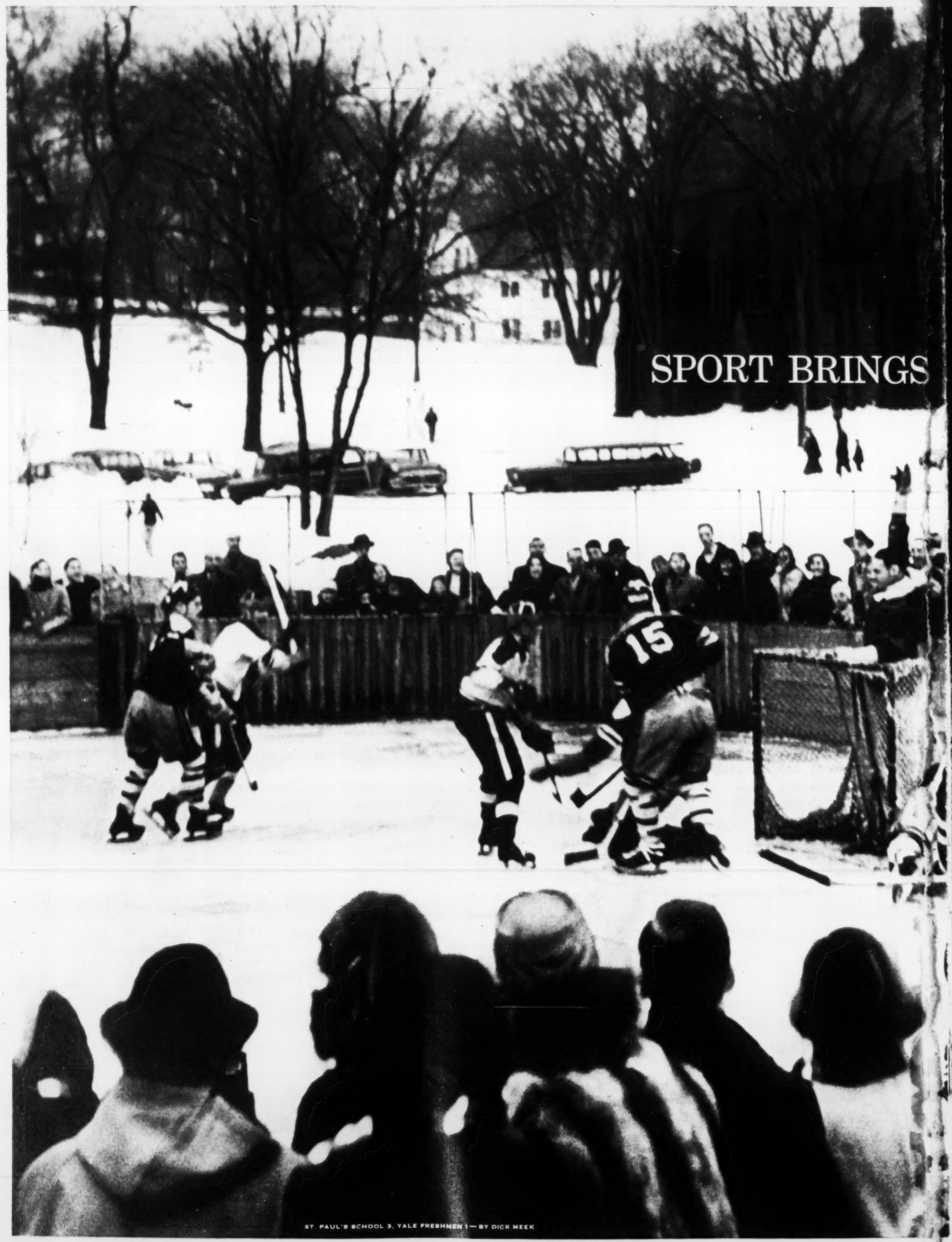
***Akron, Canton and Youngstown Counties are not included in above sales**

***Whatever* you sell in Greater Cleveland you'll sell more of it in The Plain Dealer**

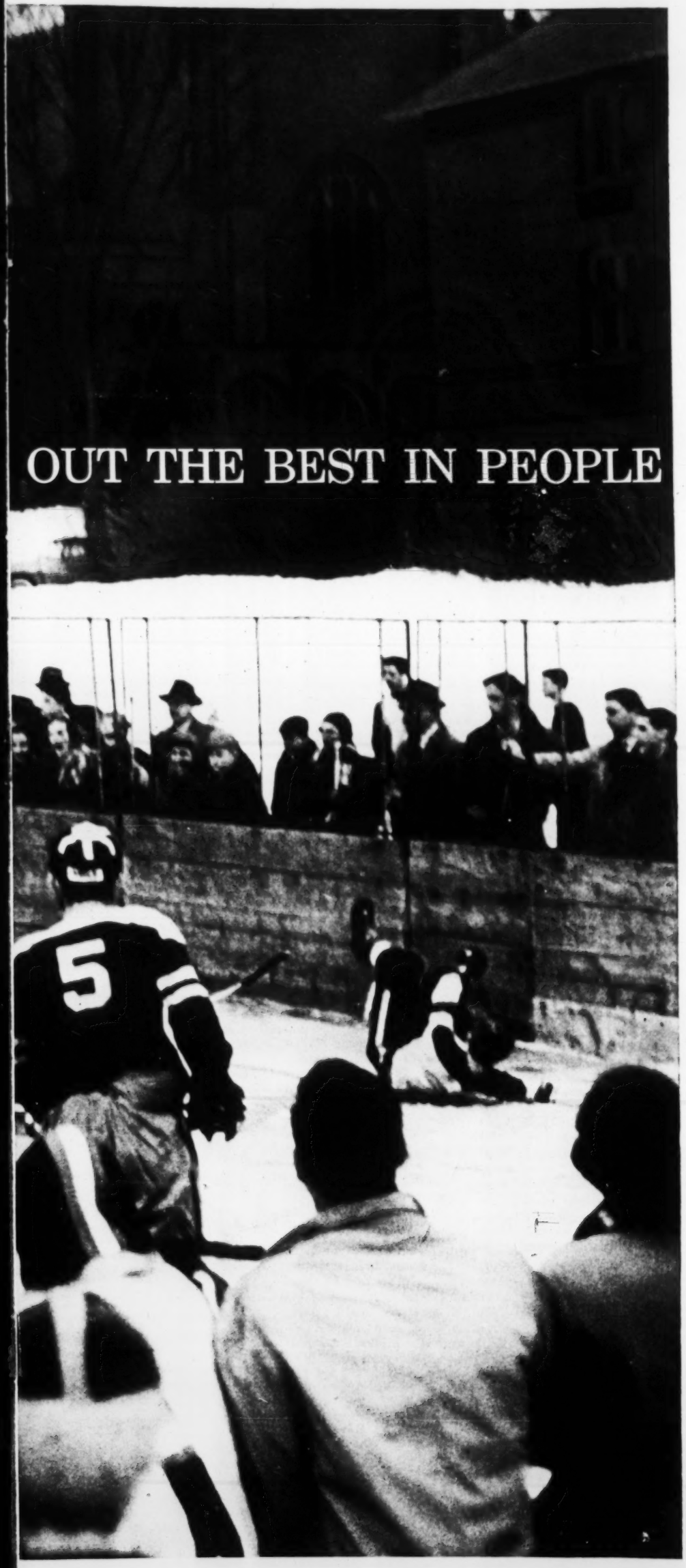
And you really sell this market in

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.



ST. PAUL'S SCHOOL 3, YALE FRESHMEN 1 — BY DICK MEEK

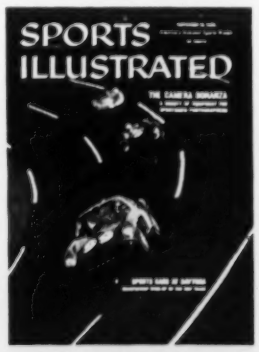


OUT THE BEST IN PEOPLE

and Sports Illustrated
brings out the best of people

. . . 900,000 families of them.
And whether they're cheering for their sons
at a prep school rink, coaching the kids
on a frozen pond, or thrilling as The Rocket
drills one past the goalie—they're the kind
of people for whom sport is an essential
of family well-being. Altogether, they make up
the fastest growing quality market in America.

In five years, the number of U.S. families
with $10,000 incomes and over has doubled.
SPORTS ILLUSTRATED's circulation has also
doubled, from 450,000 to 900,000.
And the SI median family income figure remains
virtually the same—still the highest of any
U.S. weekly that is read by the whole family.
The big trend in U.S. life today is toward
the active life—of pitching in and
looking at and knowing about sports.
You'll find the leaders of this life
are the readers of SPORTS ILLUSTRATED.



THE
FIRST
MARKET
TO
BUY

The Editorial Viewpoint . . .

Recognize the Networks, Get the FCC to Work, and Close Ranks

Last week we urged that control of television and radio programming be assumed, completely and entirely, by the broadcasting business. Simultaneously, we suggested that it is time for advertisers to get out of show business and to concern themselves with preparing and presenting their commercial messages, while networks and stations take over complete concern over shows and programs.

In this issue we present a number of comments, from a variety of sources, on this suggestion. As might have been expected, they do not all favor it. It is interesting, however, that *Broadcasting*, devoted to the broadcasting industry, has reached a similar conclusion. In its Nov. 9 issue the publication said editorially:

"If order is to be brought to television operations, the networks and stations themselves must take command of all their programs. Present circumstances, we suggest, will force them to take command . . . Why should a television network not take responsibility for everything it broadcasts? Why should it not have a board of editors who can supervise its programs to the same degree that *Life's* editors supervise what *Life* prints, whether created by staff members or not?"

Control of programming by networks and stations will go a long way toward clarifying the program atmosphere and placing the program responsibility right where it belongs by law—with the station or its delegated representative, the network.

It would help, too, if the broadcast law were revised so that networks were recognized and regulated. As the law now stands, there are no such things as networks; they don't exist as far as basic broadcast law is concerned, and the FCC controls them only through its basic control over stations.

This obvious idiocy ought to be corrected. The law ought to recognize that networks exist, and ought to provide sensibly for dealing with them.

Basically, however, whatever ails broadcasting is not a matter of new or extended legislation. It is a matter of getting the Federal Communications Commission off its duff and out of its somnambulistic state and into a condition at least vaguely reminiscent of a living, virile mechanism.

The FCC is supposed to hold life-or-death power over stations, but if you want to set up your own quiz program, see if you can find anyone who can name a single station—radio or tv—whose license has been taken away by the FCC in the 35 years or so of its existence.

On programming in particular, the FCC has hidden most successfully behind the bugaboo of censorship, insisting that its hands are tied. We stand foursquare against censorship, but radio and tv stations are required by law to operate in the public interest, convenience and necessity, and certainly it should not be impossible to establish some sort of meaningful programming standards—without censorship—which would enable stations' performance to be judged. Why doesn't the FCC get at this and at least provide a little leadership in the right direction?

One other thing—

We said last week, and we repeat, that the tv quiz situation dealt a severe blow to advertising—not just television advertising, but all advertising, in whatever form or whatever medium it may appear. A good many reasonably unbiased people, however, have a feeling that print media (newspapers and magazines both) have been enjoying a riotous time taking broadcasting and broadcast advertising apart in the past few weeks.

No one suggests that the tv quiz stuff didn't make interesting reading and should not have been covered fully; but several suggest that occasionally the joyful zest of a writer wrapped in the banner of competitive righteousness shows through the customary objectivity of the news reporting and critical comment. Even such famous pundits as Walter Lippmann have descended from the Olympian heights they customarily inhabit to join in the arm and flag waving.

This may all seem like good clean fun to print media at the moment. But advertising is largely indivisible, and if it is to be cast in the role of wilful villain and tricky knave in one medium, it cannot long wear the shining armor of honesty in another.

All advertising is in for a difficult time—a time that calls for closed ranks within the business, and for statesmanship on all levels, and in all media.

# # #

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Stanley H. Jack, R. Jack Scott Inc., Chicago.

"She said that last night she let him kiss her good night, and now she knows what they mean by a smoking man's taste."

What They're Saying . . .

'Sea of Mediocrity'

. . . the missing ingredient in so much commercial research today is imaginative audacity. Too often commercial research has become too formalized with statistical method, and too ritualized with scientific pretenses. Moreover, in picking commercial researchers, management is often too preoccupied with getting personable team-workers—sound, level-headed, feet on the ground, cooperative, prosaic, and dull. The process of natural selection turns too many commercial research departments into elaborate machines single-mindedly devoted to the ceremonial reiteration of the commonplace. Under these circumstances even a brilliant man may be engulfed in what becomes a sea of mediocrity, soaking it up like bread soaks up gravy. But usually he doesn't get hired. Usually he ends up in the more permissive society of a good university, as the inside man in some go-getting consulting organization, or in an advertising agency. The typical operating corporation either doesn't hire him, forces him out after he sees what the score is, or transforms him into the dull counterpart of those who hired him. After a while, a merely fair job of analysis or run-of-the-mill idea gets labeled as being exceptional because mediocrity has become a norm passing for quality. Management never learns about the dramatic potentials of commercial research. It erroneously thinks that what it's getting exhausts what's possible . . .

—Theodore Levitt, lecturer on business administration, Harvard Business School, in the October issue of Advanced Management.

Job with a Future?

ADVERTISING agency wants man with own car and strong back. Will start as errand boy in mailing department. Will perform physical labor and menial tasks while gaining broad exposure to ad agency operation, depending on personality, initiative, and aptitudes will advance to better things. Full or part time. HU-2-6108.

—Classified in Newsday, Mineola, N. Y.

Readership Report

Members of the Ridgefield Grange, or at least the majority, look for the obituaries first when they get their daily paper, then read the funnies and finally get around to the local news, according to a roll call at this week's meeting.

—Ridgefield, Conn., dispatch to the News-Times, Danbury, Conn.

Rough Proofs

Fred Waring says that the attractive girl violinist in his band is usually referred to as the thinking man's fiddler.

•

A Harvard observer, commenting on the Eli football team when it was flying high earlier in the season, said that Yale was unbeaten, untied, unscored on and unbearable.

•

Walter Winchell, vigorously attacking tv ratings for having caused a lot of good programs to leave the air, modestly refrained from mentioning that his own show was among the casualties.

•

Hal March, the forgotten man of the quiz show investigation, finally broke into print with a plaintive plea from New Orleans that he be given a chance for exoneration.

•

During the height of the Washington investigation of tv quiz shows, stock of Revlon on the Big Board dropped over $5 a share, thus raising something even more important than a $64,000 question.

•

Now they are saying that deejays all over this fair land have been getting payoffs for airing some of the tunes produced by optimistic record companies.

There just had to be some good reason.

•

Chrysler said that its Valiant had the last word, and one of the most impressive was furnished by *Pop Science* with a cover picture and caption, "Hottest new compact car."

•

Harvard business school students report that spying on competitors is a practice followed by many large companies.

There must be an unpublicized office of strategic services in these organizations.

•

A new book says top business executives sacrifice their families to the demands of their jobs.

And they don't even get time and a half for overtime.

•

The editors of "*Reader's Digest* Condensed Books" are pretty good pickers. "Advise and Consent," which appears in the current issue, is likewise No. 1 on the best-seller lists.

•

Judging by the locales used in the new tv thriller, "Hawaiian Eye," some viewers may get the idea that the only hotel on Honolulu's Waikiki Beach is Henry Kaiser's Hawaiian Village.

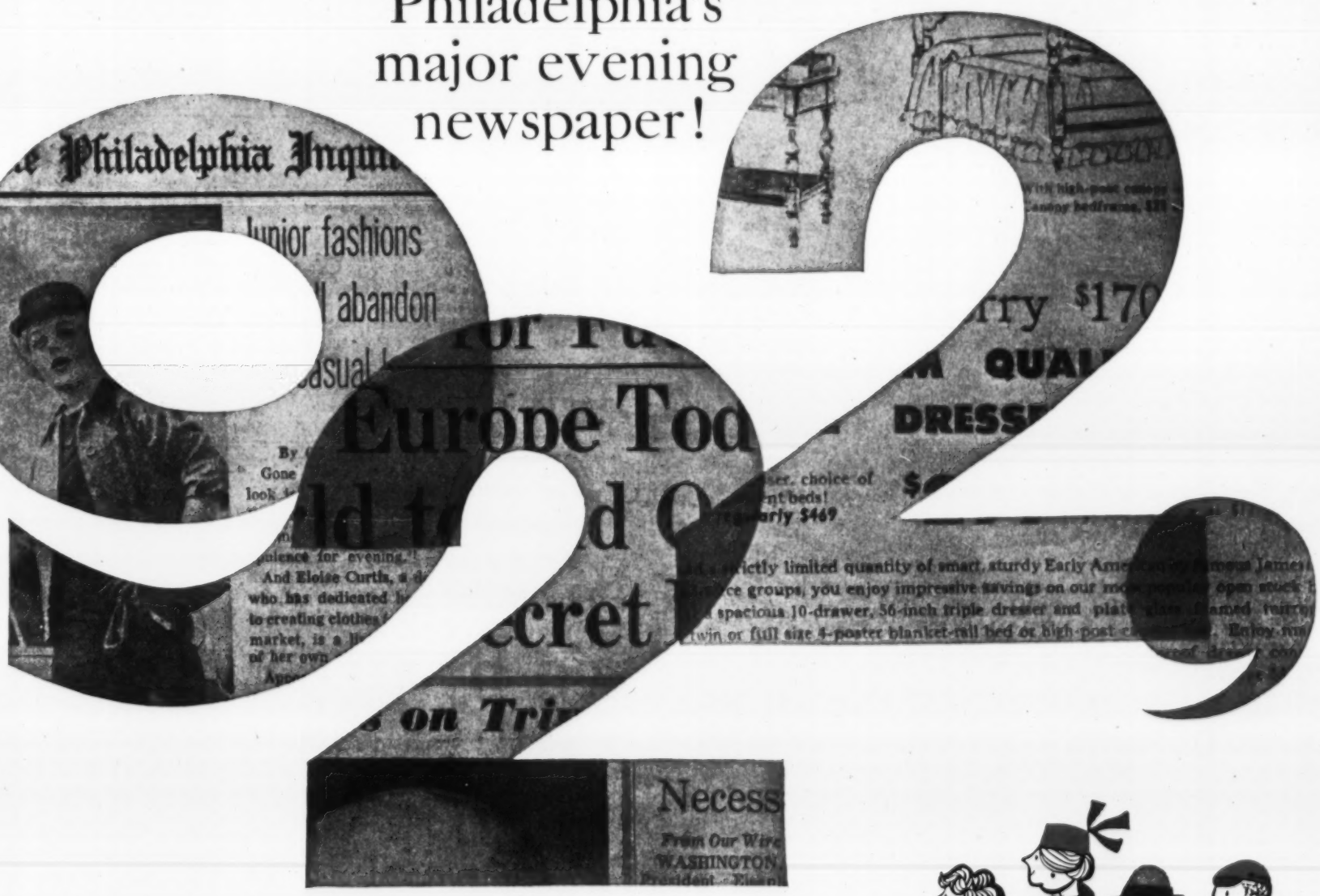
•

"Making money you can keep," is the theme of a current ad of Merrill Lynch et cetera, et cetera, et cetera.

It certainly can't be the dough represented by your pay-check.

COPY CUB.

The Philadelphia Inquirer sells to 922,000 adult readers who don't read Philadelphia's major evening newspaper!



Talk about exclusive customers! Nearly a million (922,000) of The Daily Inquirer's 1,406,000 total readers do not read Philadelphia's other major daily.* And in the suburbs, which account for 60% of the market's buying income, The Inquirer reaches 164,000 *more* exclusive adult readers than the other major daily. In fact, when you put your advertising in The Inquirer, you reach an *exclusive* suburban audience that's larger than the other newspaper's *total* suburban audience.

*Source: "*Philadelphia Newspaper Analysis*" by Sindlinger & Company Inc.*

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER
for 1,406,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

ART DIRECTION IS AN IDEA MAGAZINE . . .

for idea men in an idea business. Each issue is packed with visual ideas and creative thinking for advertising and promotion in all media; print, package design, art and illustration, displays, posters, TV spots, type, photography. Keep on your creative toes. Get Art Direction. Only $6.00 for 12 issues; $10.50 for 24 issues.

subscribe **ART DIRECTION**
A20, 19 W. 44th St., New York 36, N. Y.

Belgian Paper Plans 'Visit U.S.A.' Supplement Next Year

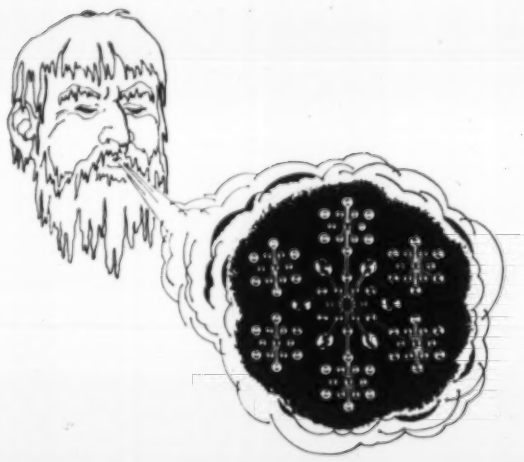
L'Echo de la Bourse, Belgian business daily, will publish a special "Visit U.S.A." supplement in a late February or early March issue. The supplement will paint a picture of America for would-be tourists.

The supplement will be *Life*-size, with the b&w page rate set at $300. Closing date is Jan. 31. All inquiries should be directed to W. H. Scott at the paper's Brussels office, 47 Rue du Houblon.

Edrington Named Ad Director

Robert Edrington has joined American Concrete Crosstie Corp., Tampa, as director of advertising and public relations. Mr. Edrington was formerly promotion manager of WTVT, CBS affiliate in Tampa-St. Petersburg.

SANS MODELS—*Harold M. Mitchell Inc., new agency for Gordon-Ford clothes, thought that "too often the handsome models overshadow both the products and company image in clothing advertising." As an antidote, the agency came up with ads in which nary a human form appears. The first ad breaks in The New Yorker Dec. 26 and the campaign, including five b&w ads, runs through mid-May.*



how to stir up a snow storm

Start with a single snowflake. Add another and another and another. Then you'll have a snow storm . . . a *continuity* of snowflakes. You need continuity for successful advertising, too. It's particularly effective with newspapers. Newspapers go into the same homes day after day, week after week. To tell, to sell, to keep sold.

Because we believe so strongly in the value of continuity in advertising, we have pioneered a new frequency-volume discount plan to encourage advertisers to take advantage of the impact of continuity.

It offers discounts with no increase in existing rates. The Continuity-Impact-Discount plan makes possible the most effective use of newspapers. Let your Branham representative show you how C-I-D will get increased advertising impact for you in the Louisville market.

The Courier-Journal
THE LOUISVILLE TIMES

General Mills Sets 9th Annual 'Give Food' Yule Drive

MINNEAPOLIS, Nov. 10—General Mills will push its ninth annual "This Year Give Food" holiday advertising campaign in more than 20 magazines and Sunday supplements and on 10 network telecasts during November and December.

Color pages supporting the promotion will appear in *American Home, American Girl, Better Homes & Gardens, Ebony, Everywoman's Family Circle, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, Reader's Digest, The Saturday Evening Post, Seventeen, Sunset Magazine, True Story, TV Guide* and *Woman's Day*.

This Week Magazine, Parade, and independent Sunday supplements will also run the ads.

NBC, CBS and ABC will carry "This Year Give Food" ads on "American Bandstand," "As the World Turns," "County Fair," "Love of Life," "Price is Right," "Secret Storm," "Treasure Hunt," "Verdict Is Yours" and "Wyatt Earp." The ads also will appear on a second "Special Tonight" program Dec. 7 on NBC-TV.

An eight-page booklet, the second edition of Betty Crocker's Country Kitchen Holiday Almanac, will appear as a pull-out insert in the December issues of *Everywoman's Family Circle* and *Woman's Day*.

Betty Crocker's 1960 Pennsylvania Dutch kitchen calendar will be offered in *American Home* and in *This Week Magazine, Parade* and independent Sunday supplements in half-page color spreads.

Calendars will also be inserted between two cellophane-wrapped packages of Betty Crocker cookie mixes—brownie, date bar, coconut macaroon and gingerbread. #

Cohen, Dowd Names Two

Cohen, Dowd & Aleshire, New York, has named Lee Coller, formerly group head of J. C. Penney & Co., and Howard Robin, previously with Schwab & Beatty, to its copy department.

Four A's Elects Two

Louis Benito Advertising, Tampa, Fla., and Lowe & Hall Advertising, Greenville, S. C., have been elected to membership in the American Assn. of Advertising Agencies.

she won't see

your TV commercial while she's driving to the store

PERHAPS Mrs. Suburbanite sees your commercial—or reads your ad—at home on Monday evening. She's impressed and decides to buy. But she won't be driving to the store that handles your product until Friday. Or maybe it's a week from Friday.

What are the odds she will remember to make the purchase?

It's a cinch that your odds will be a lot better if you have advertising at work *continuously* to keep product, image and desire at the top of her mind!

An effective way to do this job is with reflectorized highway displays by National Advertising Company. Here is supplementary advertising that makes print and broadcast media work harder—that bridges the gap between the point of persuasion and the point of purchase.

There are other reasons why reflectorized highway displays by National Advertising Company deserve consideration. Here are some of them.

A NATION ON WHEELS

The highway display delivers your message at a key time—when the customer is on his way to the store. It is a medium that offers you more than 90% coverage of your market...with 10 exposures per prospect per month on the average. The growth of the suburbs with their above-average-income families has literally put the nation's shoppers on wheels!

LOW COST PER THOUSAND

Reflectorized highway displays rank with the lowest on cost per thousand exposures. But cost per thousand *impressions* is even more significant, because independent research establishes a readership of 42%.

A SELLING DISPLAY NIGHT AND DAY

One-third of all highway travel is at night. But the message is never blacked out, because National Advertising Company displays are reflectorized. During daylight, the message is carried in full color. At night, car headlights bring the displays to life, still in full color, illustrations and all.

ONE CONTACT FOR NATION-WIDE SERVICE

National Advertising Company is the only organization that offers complete highway display service from coast to coast. One call does it all. We secure locations...create and erect signs...inspect, maintain and repair on a regular basis.

FULL AGENCY COMMISSION

These highway displays are subject to agency commission.

Get the facts today. Send for the full color, 8-page booklet that describes our reflectorized highway displays and services for agencies.

DAY AND NIGHT

Some of the famous names that are sold on reflectorized displays:

Marlboro • Pennzoil
Hartford Insurance
New York Bell Telephone
Ralston-Purina • Amoco
Pittsburgh Paint
Coca-Cola
Howard Johnson
Shell Oil • Alcoa
State Farm Insurance

NATIONAL ADVERTISING COMPANY

Subsidiary of Minnesota Mining & Manufacturing Company

Sales and Service Offices in 27 Cities Coast to Coast

6850 South Harlem Avenue **Bedford Park, Illinois**

3M COMPANY

SELL a quarter of a million big consumers of prestige products and services

Doctors are a class market by themselves . . . successful businessmen . . . influential community leaders . . . sportsmen . . . better home owners . . . extensive travelers. Their buying decisions are often made on the quality products and services they see advertised in the AMA News.

sell a quarter of a million doctors every other week in... THE **AMA NEWS**

published by the
AMERICAN MEDICAL ASSOCIATION
535 N. Dearborn St., Chicago 10, Ill.
475 Fifth Ave., New York 17, N. Y.
1919 Wilshire Blvd., Los Angeles 57, Calif.

Equitable Life Aims at Mass-Class Audience with Historical TV Series

'Didn't Expect Big Rating Right Away,' Says Ad VP Corcoran

NEW YORK, Nov. 10—By now several advertisers are expressing concern over expensive network television entries which have faltered in the ratings race. It follows, then, that an advertiser new to bigtime network tv, whose first show winds up a poor third in ratings, would be especially worried. But the Equitable Life Assurance Society of the U. S. says it is "very happy" with its show.

Equitable is sponsoring six American Heritage series shows based on historical figures on "Sunday Showcase" (NBC-TV), which faces "Maverick" and the Ed Sullivan show for network competition. Rating reports indicate the first American Heritage show (Oct. 18) was seen by 10,000,000 to 12,000,000 people, less than half the audience garnered by the other two.

"We knew the competition would be tough in that period," said Charles R. Corcoran, vp in charge of advertising and publications for Equitable. "But, just like in sports, if you ever want to be the best, you have to play against the best."

■ Mr. Corcoran said the company and its agency, Foote, Cone & Belding, "made a right decision in getting out of the Sunday intellectual ghetto" with the informative drama series. "We didn't expect to get a big rating right away," he said.

He said Equitable hopes eventually to reach an audience of about 20,000,000 viewers.

With this end in view, the insurance company is spending a good portion of its $3,000,000 ad budget on the show and on merchandising it.

The program is a big hit with Equitable's 10,000 agents, to whom elaborate promotional kits were sent. The initial supply of kits was gone before the first show was seen. *Scholastic Magazines* has prepared study guides for the programs, in case teachers want to assign the show for student viewing.

Ads promoting the shows run in the *Scholastic Magazines*, *TV Guide* and in more than 100 newspapers—the newspaper tune-in ads carry the imprint of the local Equitable agent in many cases. The show is also promoted in "American Heritage" magazine.

■ Equitable is heartened by the kudos from many critics who have rapped tv in the past for failure to present quality programming. After the first show the company received several hundred complimentary letters, many from educators and professional people; some even mentioned that they enjoyed the low-key commercials.

The company, one of the giants in the insurance field in the U. S., said it is trying to reach a "mass" audience with its show, although Mr. Corcoran admitted that it would probably appeal to persons with above-average education—and thus more likely to be in an above-average income bracket.

The first show in the series was about Thomas Jefferson. The next five (about one a month) will portray events in the lives of Eli Whitney, John C. Fremont, Ulysses S. Grant, Oliver Wendell Holmes and Andrew Carnegie.

The shows are created by American Heritage Publishing Co. and Milberg Productions. Cost of each show, which features top name talent, is about $350,000. #

Hupp Names Jaqua to Handle International Markets

Hupp International, a division of Hupp Corp., Cleveland, has named Jaqua Co., Grand Rapids and Detroit, to handle advertising for Hupp products in international markets, with the exception of Perfection-Schwank infra-red heating equipment in Canada. McCann-Erickson formerly handled the account. Jaqua also handles domestic advertising for Hupp's Perfection appliances.

At the same time, Carr Liggett Advertising, Cleveland, was named to handle advertising for Hupp's Perfection-Schwank infra-red heating equipment in Canada. Carr Liggett also handles Perfection-Schwank in the U.S.

penetration
penetration
penetration
penetration
penetration
penetration

you get **penetration**
in Reuben H. Donnelley Magazines

Donnelley magazines go deep. Deep into readers' minds.

Each issue of each magazine gives thoughtful, thorough and timely editorial service to its particular field. Each gives undivided attention to the how-to-do-it-better aspects of that field.

Far deeper than just the simple act of reporting, the responsibility of Donnelley editors is to interpret, to spell out the complete why and how with authority and conviction. Consequently, *practicing in depth*, Donnelley editors lead in their fields while others can only follow.

The result is reader loyalty, to a degree uncommon in magazine publishing.

Advertisers reap the benefits of this penetration and loyalty. Advertising appears in an exceptionally favorable "climate of acceptance." And by *being* the best in their fields, Donnelley magazines *reach* the best. You do, too.

With Donnelley magazines, *you get results.*

AMONG THE DONNELLEY MAGAZINES . . .

Electricity on the Farm

The only national magazine published expressly to increase more than 850,000 farm families' use of electric power and their purchase of electric equipment and appliances. Yearly investment for subscriptions by leading power suppliers: over $500,000.

Ice Cream Trade Journal

The only ABC-audited, paid circulation publication covering the billion-dollar ice cream market. Consistently leads in total advertising volume. The overwhelming choice for industry information among ice cream executives, as shown by impartial readership surveys.

THE REUBEN H. DONNELLEY CORPORATION
Magazine Publishing Division • 305 E. 45th St., New York 17, N. Y.

What's New In Home Economics / Wastes Engineering / National Rug Cleaner / National Cleaner and Dyer / Fire Engineering
Water Works Engineering / Starchroom Laundry Journal / Sports Age / Ice Cream Trade Journal / Electricity on the Farm

Why General Taylor chose LOOK to alert America to "Our Great Military Fallacy"

"*Massive retaliation has been a massive failure as an all-purpose military strategy,*" writes former United States Army Chief of Staff Maxwell D. Taylor in the current issue of LOOK Magazine. "*As a result of this policy, we have lost our ability to react swiftly and effectively to the most likely form of military challenge–limited war. And we have exposed ourselves to the hazard of backing into a general war we are all trying to avoid.*"

A Position of Danger – In beginning his explosive three-part LOOK series, later to appear in book form, General Taylor charges top-ranking U. S. defense officials with relying so heavily on atomic weapons that they have failed to maintain an adequate combat force . . . with promoting "more bang for a buck" while apparently forgetting that "atomic bangs can be bought for rubles as well as dollars". . . with ignoring the lessons of Korea and other limited conflicts to the point where America has been placed in a position of "potentially grave danger."

"Important Enough" for LOOK – In explaining why he picked LOOK as the magazine to publish his bylined report, General Taylor is just as blunt. "*I felt what I had to say was important enough to be read by the kind of people–and the vast numbers of people–reached by LOOK. As a LOOK reader, I have long been impressed by the job it does to throw light on key issues of our day.*"

More and more it is evident that when men of stature have something important to say, the magazine they pick to say it in is LOOK. For LOOK offers them a showcase in print that not only reaches into 16,850,000 households–one of every three across the nation–but provides the warmth, authority and prestige that are as essential in selling ideas as in selling products and services.

LOOK

THE EXCITING STORY OF PEOPLE

Meet an IRE award winner for 1959

IRE REMEMBERS THE MAN

for his

Creative Energies

And behind the cold statistics of the 61,957 net paid circulation Proceedings now enjoys, are 57,334 (ABC) **professionally qualified men** plus 13,976 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present and a stake in the future make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

Behind a man's desire to succeed in his job is a man's desire to use his creative mind to its fullest. In the field of television, Paul Weimer, Group Leader of Pickup Tube Research, RCA Laboratories, stands out. For his "contribution to photoconductive-type pickup tubes," IRE is proud to honor Mr. Weimer with the *Vladimir K.* Zworykin Television Prize. Hearty congratulations to Mr. Weimer for his fine work in such an important area of modern life.

Styled in elegant warmth for the winter... she's the serene shopper who's sparked by what she sees on **KOIN-TV**... the station that kindles your sales in Portland and 32 surrounding Oregon and Washington counties. For a fervent description of **KOIN-TV**'s high-degree ratings... for a glowing increase in your sales picture... just contact the mannerly, erudite gentlemen at CBS-TV Spot Sales.

Getting Personal

Marshall Bachenheimer, vp of Lester Harrison Inc., New York, did the impossible at the Lawrence, Long Island Golf Club when he blasted a hole-in-one on the 265-yard 11th hole, a par 4 hole . . . **Alan FitzGibbon,** assistant research director at Winius-Brandon Co., says he's the proudest adman in St. Louis. He shot a hole-in-one at the annual tournament of the Four A's St. Louis council. It was a 159-yard drive on the 13th hole, using a 7 iron. His amazed witnesses: his boss, **Enno D. Winius; W. L. Sanborn,** vp and treasurer of the agency; and **C. P. Crady,** account exec . . .

Art Cawardine, Chicago manager of *Forbes,* used part of a recent vacation for an eight-day flying trip to Europe, during which he interviewed bankers and other financial authorities in Paris and London. His report to advertisers on their comments made interesting reading . . .

HE GUESSED BEST—*Lou Vorzimer, consumer development coordinator for Schenley Distillers, accepts an Italian glass samovar as his reward for winning a circulation-guessing contest sponsored by Living for Young Homemakers. John Richardson (left), Living's manager for alcoholic beverages, makes the presentation in the office of Harry Jay Greenwald, Schenley vp (right).*

Art Porter, vp and media director of J. Walter Thompson Co., New York, is chairman of the advertising and publishing group of the United Hospital Fund's 80th annual appeal . . . **Edwin Cox,** board chairman of Kenyon & Eckhardt, New York, has been named head of the media section of the 1959 appeal of the Community Service Society . . .

Thomas B. McCabe, president of Scott Paper Co., has received the 1959 William Penn Award of the Chamber of Commerce of greater Philadelphia. Earlier in October he was honored by the *Greater Philadelphia Magazine* as one of the 50 living men and women who have contributed most to their community in the last 50 years. Also so honored by the magazine were **Harry A. Batten,** board chairman of N. W. Ayer & Son; **Al Paul Lefton,** president of the agency bearing his name; **Walter H. Annenberg,** editor and publisher of the *Inquirer* and *TV Guide;* and **Robert McLean,** publisher and board chairman of the *Bulletin* . . .

David Parman, senior vp of Ted Bates & Co., New York, has been elected to the board of directors of the New York County chapter of the National Multiple Sclerosis Society. He is also serving on the broadcasting and film commission of the National Council of the Churches of Christ . . . **Richard Lloyd Jones Jr.,** general manager and treasurer of the *Tulsa Tribune,* and also president of the Newspaper Printing Corp. there, is the new president of the Tulsa Chamber of Commerce . . .

Thomas D. Luckenbill, vp of William Esty Advertising Co., New York, has been elected president of the board of directors of Trail Blazer Camps, a private organization that provides year-round camping in northern New Jersey for children with adjustment problems. Among the newly elected board members are **Don Perkins,** vp and ad director of *Look,* and **Milburn McCarty,** president of the pr company bearing his name . . .

In the November issue of *Sports Afield,* **Bob Foreman,** exec vp of BBDO, spins a rueful story of a teen-age girl whose father attempts to take her fishing. The title: "Pops and the Big Idea" . . . In the November issue of *Go,* **Richard M. Detwiler,** ex-BBDOer now publicity director of the Wool Bureau, is the author of "Famous Last Words," an "irreverent study of the deathbed rhetoric of history's most distinguished names" . . . Further on in the same magazine, an article on unusual "business-hours residences" features the early American offices of **Monroe F. Dreher,** head of his own New York agency in the RCA Bldg. Turn the page and you see the elegant office of **Mark Goodson,** of Goodson-Todman Productions (packager of "What's My Line," "I've Got a Secret," "Beat the Clock," "To Tell the Truth") in the Seagram Bldg. . .

Robert J. Smith, radio and tv time buyer in W. B. Doner's Chicago office, will contract for all of Susan Reich's time on Nov. 28. They'll honeymoon in Nassau . . . Dorothy Ault and **Richard W. Tompkins** of Victor A. Bennett Co., New York, were wed Oct. 24 . . . A December wedding is planned by Joyce Allan and **Gerald Rowe,** ad manager of Paramount Pictures Corp. . . Also newly affianced are Mary Varick Shute, a sophomore at Smith College, and **David Bell,** BBDO's client contact for American Tobacco . . . **Joan Schuck** of the research department of Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, was married recently to **George Lee,** a Colgate salesman . . .

SAN FRANCISCO CHRONICLE

THE BIGGEST DAILY CIRCULATION GAIN IN SAN FRANCISCO HISTORY

33,598

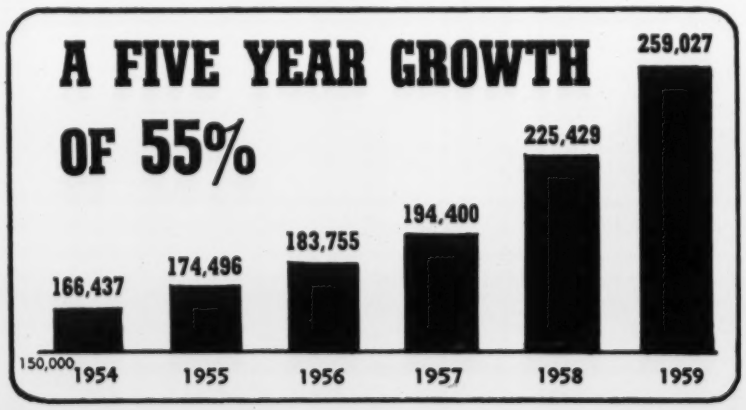
NEW families in ONE year

This gain is even greater than last year when The Chronicle gained more than any other newspaper in the United States.

DAILY CIRCULATION AT ALL-TIME HIGH

259,027

A FIVE YEAR GROWTH OF 55%



And the SUNDAY CHRONICLE is now at all-time high of:

309,084

Represented by Sawyer Ferguson Walker

Source: Publishers Statements for six month periods ending Sept. 30, 1959, 1958 as filed with the Audit Bureau of Circulations, subject to audit.

For coverage of high-income markets... in substantial volume, and at lower cost than any other news magazine... it's "U.S.News & World Report"

U.S. News & World Report

THE COMPLETE NEWS MAGAZINE

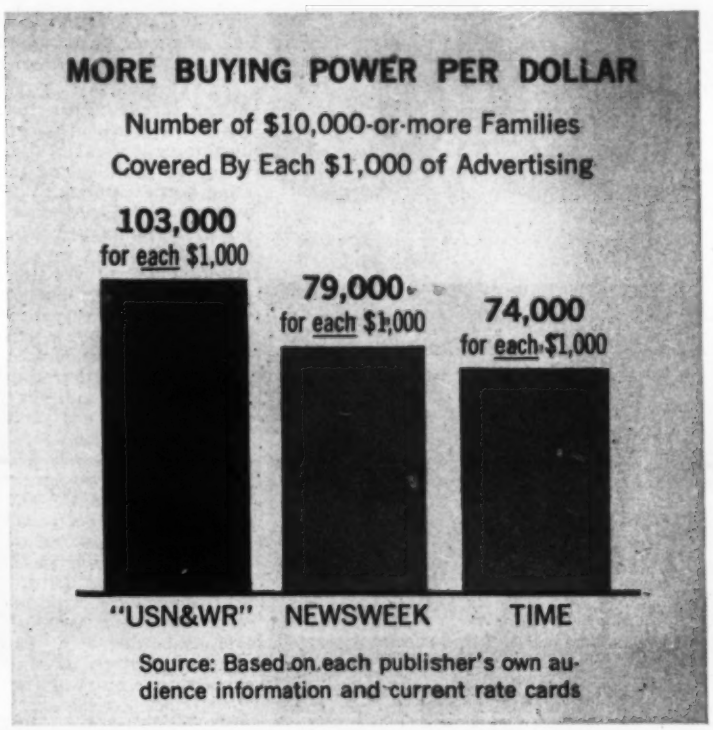
... for business and professional people – and their families

ADVERTISING RATE BASE FOR 1960:

1,150,000

NET PAID

ADVERTISERS in "U.S.NEWS & WORLD REPORT" cover more than 1,100,000 families with incomes averaging $15,009—highest of *all* magazines with more than 1,000,000 circulation. More than half of these families, 564,000 of them, are in the $10,000-or-more bracket. Here are the comparative costs of covering this best-buying market through the three news magazines, based on the latest information from each magazine:



What is true of families having incomes of $10,000 or more is also true of families with incomes of $7,500 or more and $5,000 or more. In each case, every advertising expenditure of $1,000 buys greater numerical high-income coverage in "U.S.NEWS & WORLD REPORT."

And, as study after study shows, this upper-income half of America—families with incomes of at least $5,000—buys most of everything today. Families in this income level, for instance, account for:

- *88% of all domestic airline passengers;*
- *89% of the dollar value of all corporate stock bought;*
- *83% of all the new domestic cars bought.*

Advertising in "U.S.News & World Report" gets volume coverage of high income families

It's in this upper-income half of America that the subscriber families of "U.S.NEWS & WORLD REPORT" are concentrated.

Nine out of ten families (88.8%) have incomes of at least $5,000. Two out of three (68.9%) have incomes of at least $7,500. Half (51.3%) have incomes of at least $10,000.

These high incomes are a reflection of the jobs of responsibility which the family heads hold. Four out of five (78.5%) have managerial jobs in business, industry, government and finance. Add the professional men, and the ratio is nine out of ten.

These are busy people, naturally. They seldom have time for more than one news magazine. For this reason, 94.5% of the combined circulation of "U.S.NEWS & WORLD REPORT" and Time is non-duplicated. With Newsweek, the non-duplication is 94.2%.

Advertising gets extra visibility alongside the essential news that important people use

One last point that needs emphasis: "U.S. NEWS & WORLD REPORT" concentrates on the essential news of our national life, including world affairs, news which people need and use. Readers depend on it as an accurate and useful guide to their business plans and decisions, and their family plans and decisions. Here, alongside news that gets thorough readership—and proven family readership (including 8 out of 10 of the wives)—advertising has its best opportunity to get pace-setting sales results.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Advertising offices: 45 Rockefeller Plaza, New York 20, N.Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

SLIDE-CHART "Selling" BUILDS SALES... CUTS COSTS

PERRYGRAF SLIDE-CHARTS
Quick Product Facts for Stronger, Simpler Selling

Whatever the Product Involved...Consumer, Commercial or Industrial...Perrygraf Slide-Charts stimulate sales, cut sales costs and keep customers sold. They provide essential and accurate Product Information quickly and easily, to save time, minimize or eliminate errors and Inspire Confidence in all concerned.

"Slide-Charts" are Simple Devices...Easy to Use. To meet individual needs we design them as Calculators, Selectors, Visualizers, Demonstrators, or Sure Guides to Effective Product Applications and Use.

Their Range of Usefulness is Virtually Unlimited at any level of Sales, Purchase, Competitive Comparison, Specification, Usage or Service.

At Your Disposal is our Experience in creating over 20,000 designs for hundreds of products...in producing in our own plants runs of a few hundred or millions. Deliveries and prices will amaze you.

PERRYGRAF CORPORATION
Founders of the Slide-Chart Industry
Dept. A-119, 150 S. Barrington Ave. • Los Angeles 49, California

Write for FREE COPY

of this New 36-Page 6 x 9 Book. 122 Case Histories, with 76 Slide-Charts pictured in full color, illustrate many of the ways that these versatile and effective Sales Tools have built sales for thousands of Consumer, Commercial and Industrial Products.

Fischer Adds Account; Names Lukacsy Media Head

California Frozen Juice Co., Beverly Hills, national distributor for Knott's Berry Farm frozen boysenberry juice and frozen berries, has appointed Cole Fischer Rogow Inc., Beverly Hills, to handle its advertising. Arthur Meyerhoff & Co., Chicago, formerly handled the account. The account will bill "well into six figures for the coming year," the Rogow agency says.

The agency, meanwhile, has appointed Hermina Lukacsy, formerly media buyer with Foote, Cone & Belding, New York, media director.

Fretz Names Seberhagen

S. S. Fretz Jr. Inc., Philadelphia, has appointed Seberhagen, Nevin, Gruver, Philadelphia, to handle its advertising, sales promotion and public relations. Fretz is a distributor of appliances and air conditioners.

Soft Drink Ads to Hit $112,000,000 Total in '59, Says 'Gazette'

NEW YORK, Nov. 10—The soft drink industry will hit sales of 1.5 billion cases in 1959, an increase of 12% over 1958.

- For the industry generally, profits will be up just short of 10% over '58.
- The soft drink industry's total advertising expenditure for 1959 will run over $112,000,000.

These figures are given in the current issue of *National Bottlers' Gazette*, based on an industry survey conducted by the publication.

Five major reasons are advanced for the sales gain. The extra-long hot weather season; new products and new bottle sizes; stronger marketing; "better advertising implementation"; and favorable general business conditions.

By way of comparison, the report notes, sales volume in 1958 stayed pretty much the same as the previous year, while profits, on the whole, were down 13%.

■ The survey shows that 84% of the bottlers are currently leaning on automatic vending to implement sales, the majority of them operating bottle vending machines (an average of 241 such machines per plant). "The biggest advance this year," the report says, "is in the pre-mix type of vending and cup sales, with 31% of the bottlers now currently employing this method. Last year the figure was 20%."

A notable development, the report says, has been expenditures for advertising this year by parent companies and bottlers.

"The average bottler," it is estimated, "will spend $20,000 this year broken down somewhat like this: Newspapers, $2,700,000; radio, $2,560,000; point of purchase, $5,547,000; tv, $5,745,000; outdoor, $3,940,000; sampling $1,585,000."

In 1958 the soft drink industry's total advertising expenditure was reportedly $100,000,000, and the average bottler spent $24,000, but no comparative breakdown on expenditures by media is available. The $12,000,000 increase this year is attributed to increased advertising by national franchise companies.

Other highlights in the survey include:

- Rapid growth and popularity of the 16-oz. package.
- Canned beverages figure more heavily this year—24.9%, as against the 1958 figure of 17%.
- Dietetic drinks, or non-sugar beverages, are being produced in 24.9% of the plants reporting, a drop of more than 5% from a year ago.
- The price and deposit structure fluctuates erratically.
- Extensive plant expansion and modernization are expected to approximate $180,000,000, an average of $38,000 per plant.
- Chains, supermarkets and independent grocery stores are cited as the No. 1 outlet for bottlers, with institutions and industrial plants second and third. #

Smith Adds Duties at Young

James P. Smith has been named to the new post of eastern sales manager of Adam Young Inc., New York, radio station representative. Mr. Smith also will continue as administrative assistant to Stephen A. Machcinski Jr., exec vp of the company.

N. W. Ayer to Move Offices

N. W. Ayer & Son, Detroit, will move its offices after the first of the year to the First National Bank Bldg., where space will become available with completion of a new bank structure.

there's more to

SALT LAKE

than

SALT LAKE

Make no mistake . . . fill up the gap in your marketing map!

Buying doesn't stop at the imaginary lines of Salt Lake City . . . but extends out hundreds of miles into a great mountain basin. Here 1½ million persons make Salt Lake an exception to buying just the "first 20" markets. If you just run down the list, you'll pass up a good buy! When you advertise in Salt Lake's two metropolitan newspapers, you not only reach and sell "INNER" Salt Lake with its ½ million people but you also automatically open the door to a million more prosperous prospects residing in "OUTER" Salt Lake.

NAC Newspaper Agency Corporation

The Salt Lake Tribune (MORNING & SUNDAY)

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by

MOLONEY, REGAN & SCHMITT, Metro Comics Network.

Now,

for the first time,

reach more than

500,000*

Michigan families

with just ONE

Detroit daily newspaper

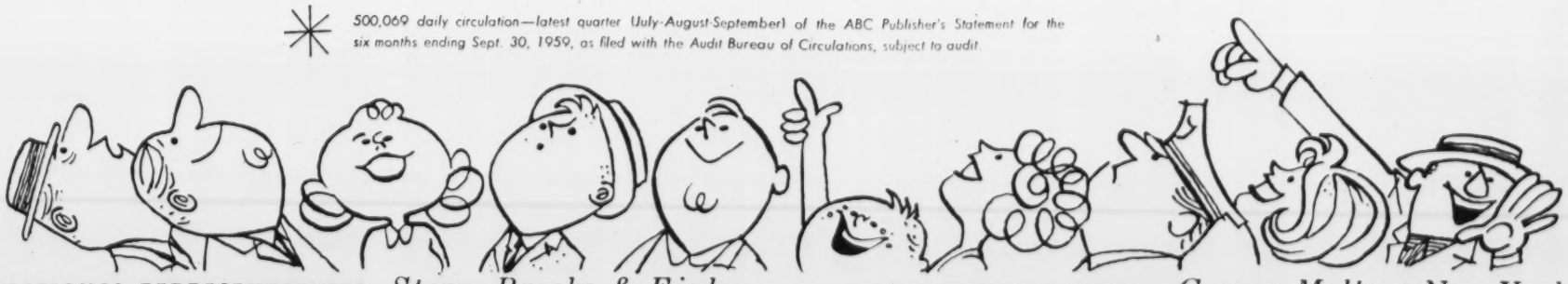
(NATION'S FIFTH MARKET)

–the friendly Free Press

...only morning paper

in Michigan!

* 500,069 daily circulation—latest quarter (July-August-September) of the ABC Publisher's Statement for the six months ending Sept. 30, 1959, as filed with the Audit Bureau of Circulations, subject to audit.



NATIONAL REPRESENTATIVES: *Story, Brooks & Finley* • **RETAIL REPRESENTATIVE:** *George Molloy, New York*

in the multi-billion dollar HOSPITAL MARKET—

DEPEND ON...

The Modern Hospital

—to communicate with MORE BUYERS MORE EFFECTIVELY at LESS COST

MORE BUYERS: In the hospital market BUYERS are hospital administrators, members of the administrative staff, and professional department heads. THE MODERN HOSPITAL provides more paid circulation to this group than any other magazine. THE MODERN HOSPITAL covers, with subscriptions in the names of hospitals and their administrators, 81.5% of all U. S. hospital buying power (as expressed in bed capacity, the standard measurement). No other magazine has demonstrated comparable coverage of the total market. And—if your interest is in hospital construction, THE MODERN HOSPITAL reaches twice as many interested architects as the second magazine, eight times as many as the third.

MORE EFFECTIVELY: THE MODERN HOSPITAL provides independent, alert journalistic coverage of the essential developments in hospital administration—progressive care, control of infection, labor relations and the current threat of unionization and other urgent problems—as these vital issues are covered in no comparable magazine.

AT LESS COST: THE MODERN HOSPITAL, published monthly, offers advertising frequency far more economically than the second magazine which is published twice a month. THE MODERN HOSPITAL has twice the per-issue life of the second magazine, nearly twice the advertising life per dollar.

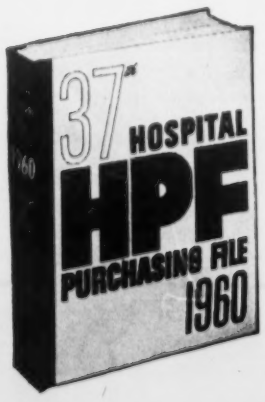
■ **THE MODERN HOSPITAL** has, this year as in every one of the past 47 years, carried more advertising pages and more exclusive advertising pages, more advertising dollars from more advertisers than any other magazine in the field. Depend on THE MODERN HOSPITAL in the 1960 multi-billion dollar hospital market.

1959 & 1958 (10 Months) ADVERTISING PAGES:

	1958 (pages)	1959 (pages)
THE MODERN HOSPITAL	1467	1542
Hospitals (20 issues)	1214	1294
Hospital Management	702	641

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

publications of F. W. DODGE CORPORATION



File your hospital catalog here

SINCE 1919 HOSPITAL PURCHASING FILE has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy—and your catalog filed here makes it easy for hospitals to buy from you.* 1960 Edition is now in preparation. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives, The Modern Hospital Publishing Co., Inc.

NEW PRODUCT—*Outdoor posters are helping White King Soap Co. in introducing its new Bleach Tabs in selected markets throughout the Los Angeles-Long Beach area. Erwin Wasey, Ruthrauff & Ryan, Los Angeles, is the agency.*

Affluent Society Less Patient with Faulty Appliances, Maytag's Ankeny Tells NARDA

CHESHIRE, CONN., Nov. 10—This new affluent American society is also getting to be an impatient one that is less and less inclined to put up with faulty appliances, particularly home laundry units, G. E. Ankeny, general sales manager of Maytag Co., told an appliance dealers meeting here last week.

"Whenever your customers become frustrated and annoyed by product failure and the necessity for frequent service calls on the appliance you sold her, some of that frustration and annoyance inevitably spills over and becomes directed toward you, your store and the particular brands you sell," he told a regional meeting of the National Appliance & Radio-TV Dealers Assn.

Neither the industry nor the individual dealer can afford this kind of product image loss, he asserted. It is incumbent on manufacturers to produce better engineered products and incumbent on dealers to better explain this engineering in sales efforts, he emphasized.

■ Apropos of selling efforts, Mr. Ankeny complained that "far too much emphasis is placed on price in appliance ads. Every smart retailer insists," he pointed out, "that his salesmen be well trained in telling a good product feature story on the sales floor. Certainly a retail salesman who could only quote a price to the customer would not hold his job very long with any of you.

"So isn't it strange," he asked the dealers, "that so many retailers who demand that salesmen know the complete product story run advertising that shouts price but gives no other reason to buy?

"Your prospect is exposed to hundreds, even thousands of advertising impressions every day through newspapers, radio, tv, outdoor posters, magazines, direct mail and every other form of ad media. Your competition for the consumer dollar is not just the appliance store down the street but every retail outlet in your market area, selling every conceivable type of merchandise.

"How important it is, then," he concluded, "that you create a demand for the products you sell through the carefully planned advertising you place. Every ad should be designed to create a desire for your products by clearly presenting the benefits the consumer will enjoy from the use of those products." #

Santa Fe Wine Buys TV Show

Santa Fe Wine Co., division of Di Giorgio Wine Co., Di Giorgio, Cal., has launched its 1959-60 advertising campaign with the purchase of full sponsorship of "The Four Just Men," a new half-hour syndicated tv show aired over KRCA-TV, Los Angeles. The purchase, said to be one of the largest of its kind for a regional promotion, will run over $250,000. Cole Fischer Rogow Inc. is the agency.

PUNCH UP THOSE SALES WITH....

ROP COLOR IN FORT WAYNE, INDIANA

Add the selling impact of ROP color to the power of newspaper advertising and capture Fort Wayne's big 15-county Golden Zone market. Here are 610,400 people with a billion dollars to spend. Are you getting your share of their business?

Try color on your next schedule and make sure that you are. Spot (any color) and full color available daily except Sunday.

Write today for Free Market Book.

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

The postmarks are actual reproductions

Responsiveness is the pattern GRIT sets and 467,000 pattern sales prove it!

GRIT readers, responding to a weekly feature in the Women's Section, bought more than 467,000 patterns last year. That's a parcel of patterns. Mathematically, it's at the rate of 1279 a day, seven days a week. This year, though, the orders are coming in at the rate of 1600 a day, seven days a week.

One of GRIT's traditional patterns, at card rates, is the responsiveness of its readers. In this year's Survey Contest, for example, with prizes totalling only 500 dollars, 21,061 GRIT readers mailed entries. This responsiveness is for sale to any advertiser.

A small investment buys a big GRIT campaign . . . and no other publication can do what GRIT does to give you *balanced national coverage*.

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley in Los Angeles and San Francisco

GRIT

U.S. Has Low Economic I.Q., High 'Complacency Quotient,' NAB Is Told

(Continued from Page 3)
the projected multi-organization campaign organized in Washington.

■ E. K. Hartenbower, KCMO, Kansas City, reporting on the progress of the television code review board, noted that the Federal Trade Commission is investigating retail and national advertising carried by stations, and said his station had already been visited.

Mr. Hartenbower called attention to the code board's monitoring activities, which employ Broadcast Advertisers' Reports to cover more than 100,000 hours of tv programming, and urged that when a station report is delivered (the report covers some 72 hours of programming) it deserves study by the station management.

"Monitoring will help you," he told the broadcasters, asserting that "we can prove in black and white that overcommercialization charges aren't so, and that code standards are being observed."

■ Mr. Hartenbower laid particular emphasis on the fact that no definitive action would be taken by the code review board without the specific approval of the television board, which is an elected body, and cited as examples of definitive action the opening of the code board's Hollywood office and the revocation of stations' seals.

He also talked directly about the seal—"the simple fact is that if the television business is to remain free—and profitable—the code seal must be made to mean something." He pointed out that the revocation of stations' seals was conducted on a personal, non-publicity basis, and that the call letters have never been revealed.

He underlined the fact that seal action was non-capricious, that it was conducted by broadcasters aware of broadcasting problems, and that the procedure for revocation was conducted scrupulously, with full rights observed for the broadcaster concerned.

■ At the moment, 270 stations are subscribers to the code—about 55 per cent of the industry. The number was higher, 306 before last spring's weeding out process, when 84 of the stations were concerned with the code's position on personal products (mostly Preparation H, a hemorrhoid remedy), and 16 stations resigned and 19 stations had their seals revoked, while 46 canceled the advertising.

He assured the broadcasters on the board's philosophy: "We're not anti-commercial. We are all broadcasters. We don't want to kick personal products off the air. We'd like to preserve that chunk of business and enlarge it if we can."

■ George Armstrong, WHB, Kansas City, warned the broadcasters of the need for developing strong, new and aggressive personnel in radio—people who "will be professional and go for the big dollars." He noted that television and newspapers do better in recruiting promising young people. "We need people who aren't cut-rate minded," he argued, "people who won't get involved in station-to-station fighting for crumbs."

Mr. Armstrong held out the vista of an incredible decade ahead for radio, provided it worked up enough vision to drive for major expenditures, to boost the rates "to where they should be," avoid cutthroat selling and "giving away our advertising." "We owe it to ourselves to grow up," Mr. Armstrong continued. "We'll get our prices and our acceptance where they should be, and we'll attract the kind of people we need."

■ Louis Hausman, director of the Television Information Office, repeated the observation that along with the airing of the quiz show "irregularities," U. S. tv is furnishing "an abundance of information and entertainment available to the people of no other country."

Mr. Hausman emphasized that the capacity which television has to entertain is "an important consideration in evaluating television's capacity to inform" and without tv's entertainment vitality it would not amass the multi-million audiences which see important news and documentary events. #

Judge Joins Aubrey, Finlay

James C. Judge has joined Aubrey, Finlay, Marley & Hodgson, Chicago, as a copywriter. Mr. Judge was formerly radio news editor at WOI, Ames, Ia., and audio-visual director for the South Dakota Department of Game, Fish & Parks.

Personnel

serve all of your needs at Laurence

WAbash 2-6284

LAURENCE INC.
Fine Photo Engravers
547 South Clark St., Chicago 5, Ill.

Advertising Action in **Architectural Record**

building's busiest marketplace!

Architects and engineers have taken these actions recently as the result of reading specific advertisements in Architectural Record*

"U. S. Steel had an advertisement on stainless steel which I investigated further."
Engineer—San Francisco, Calif.

"Saw Suntile ad. Checked with dealer and specified product in school." Engineer—Ft. Wayne, Ind.

"My first introduction to latest acoustic tile and ceramic tile was via the Record. I never heard of the Simpson Bifold Door until I saw it in the Record. This has been going on for 30 years with me. I get more new ideas from the Record's ads than from direct mail." Architect—Cambridge, Mass.

"Investigation and subsequent exclusive use of Nu-Tone products in residential work." Architect—Wausau, Wis.

"Saw an advertisement for mobile window washing equipment and contacted representative. At the time I could not determine where to find this information which I was looking for." Architect—Milwaukee, Wis.

"Andersen Windowalls folio used in detailing reference." Engineer—Vacaville, Calif.

"American Sisalkraft Corp. (Moistop). The use of this product on an underground structure is a direct result of seeing ad." Engineer—Oakland, Calif.

"Corrugated metal deck w/underfloor duct system looked good for possible future use by us. We sent coupon to manufacturer asking for additional information. Received information, read, discussed and filed for future use."
Architect—San Francisco, Calif.

"In one case we were interested in finding an improved quality of asphalt tile and rubber tile and contacted Kentile. In another we were interested in securing acoustical ceiling with larger units and simplified installation." Engineer—Salisbury, N. C.

"Specified Armstrong corkoustic for auditorium ceiling." Engineer—Wooster, Ohio

"Used Adams-Rite lock for narrow stile 'night latch.' Use of Kawneer's 'new' tubular entrance section (set in vinyl glazing)." Architect—Charlotte, N. C.

"Ad on movable Hauserman interior walls caused us to contact local representative for comparison purposes." Engineer—Dallas, Tex.

"Wanted more information on design for wood in school and recreational buildings and wrote to National Lumber Manufacturers' Association. Representative stopped at office." Architect—White Plains, N. Y.

* a random selection from hundreds of signed statements on file at 119 West 40th Street, New York 18, N. Y.

Curley Names Atlanta Agency for Regional Campaigns

Robert Curley Ltd., New York, maker of Robert Curley hair preparations, has appointed Bearden-Thompson-Frankel & Eastman-Scott, Atlanta, its regional agency. The agency is conducting a special test campaign using tv, with daily five-minute demonstration spots within "Today in Georgia." Curley earlier named Kenneth Rader Co. to handle Lock's foot preparations. The bulk of the Curley account left Kastor, Hilton, Chesley, Clifford & Atherton some months ago. Frank Twitty, secretary and treasurer of Curley, has declined to give any information concerning the portion of the account which left Kastor, Hilton, but it reportedly is being handled direct, with an extensive barter program involved.

Walters Joins IAA Staff

Kenneth L. Walters, veteran advertising executive, has joined the New York headquarters staff of the International Advertising Assn., where he will be responsible for membership promotion and organization of regional chapters. Mr. Walters worked for General Electric Co. for many years as an ad manager, media director and consultant.

Gordon to Marsteller, Rickard

Howard L. Gordon, formerly advertising and marketing research associate of Erwin Wasey, Ruthrauff & Ryan, Chicago, has joined Marsteller, Rickard, Gebhardt & Reed, Chicago, as assistant to the general manager and account supervisor.

'Civil Engineering' Adds Office

Civil Engineering, published monthly by the American Society of Civil Engineers, New York, has opened a new sales office in Cleveland at 75 Public Sq. William L. Black has been named Cleveland manager.

Korchnoy Buys 'Open End' to Promote Self to Potential Clients

NEW YORK, Nov. 10—E. A. Korchnoy Ltd., an advertising and public relations agency, has bought a half hour of "Open End" (WNTA-TV) in hope of picking up some new clients for itself.

Tv producer David Susskind conducts this no-time-limit, no-holds-barred discussion session, which has a faithful following among highbrows.

There will be three one-minute commercials, one each featuring E. A. Korchnoy, president, and two vps, Budd Brown and Howard Roshkow. They will discuss their agency's advertising and merchandising philosophy. Korchnoy, according to Mr. Roshkow, bills more than $1,000,000.

The Korchnoy agency believes this is the first time a New York agency has sponsored a tv show designed for general appeal. There was a sponsored tv show here some time ago directed to admen. #

Heintzman Names Yaneff

Heintzman & Co., Toronto piano maker, has appointed Chris Yaneff Ltd., Toronto, to handle its advertising and pr. F. H. Hayhurst Co., Toronto, formerly handled the account. In another move, meanwhile, B. C. Heintzman, formerly general manager of the Heintzman Toronto branch, has joined the head office staff in Toronto in the new post of sales and merchandising manager.

"Recommended specific use of Sloan hand high toilet valve in new building." Engineer—Jamaica, N. Y.

"The advertisement on 'Aquadam' has helped me to overcome the problem described on our test lab buildings." Engineer—Van Nuys, Calif.

"Recent ad showing Cambridge Tile Co. patterns impressed us. We used one of the patterns in a specification." Architect—San Antonio, Tex.

"I recommended the use of American Standard room unit in a new installation." Engineer—Newark, N. J.

"Saw ad on Tectum plank and specified on job." Engineer—Payette, Idaho

"After having trouble with drip from drinking fountains at classroom sinks saw ad from Haws Fountain Co. and have been using them since." Architect—Ore.

"Armco ad in January '59 issue inspired idea for use of standard rigid frame structure for lab—with appropriate architectural treatment—for future project." Engineer —Fort Worth, Tex.

"An advertisement of Flexicore prompted us to investigate. Since that time we have been using this product in apartment house construction." Architect—Great Neck, N. Y.

For advertising action in 1960
Architectural Record is
5 Ways Your Best Buy

1. Largest architect—and engineer paid circulation—documented by June 1959 A.B.C. Publishers' Statements. (By far the highest renewal percentage—and the lowest cost per page per 1,000 architects and engineers, too!)

2. Top verifiable building market coverage — documented by *Dodge Reports*.

3. Preferred readership by architects—and engineers in building—documented by over 140 studies SPONSORED BY BUILDING PRODUCT MANUFACTURERS AND ADVERTISING AGENCIES.

4. Editorial leadership in quantity and in quality—with most editorial awards in its field, including 5 out of 6 awards to architectural magazines by The American Institute of Architects.

5. Year after year more building product manufacturers and their agencies serve more architects and engineers with more pages of *advertised product information* in Architectural Record than in any other magazine. It's building's busiest marketplace!

Over Three Types Of Advertising Action Per Reader

Percentage of architect and engineer subscribers taking various types of action in response to advertisements in recent issues of Architectural Record*

1. Communicated with manufacturer	54.9%
2. Discussed product with associate	53.3%
3. Turned to Sweet's Catalog File for more information	49.7%
4. Specified—or recommended use of—the product	39.5%
5. Tore out or filed ad—or otherwise took note of product for future use	38.9%
6. Communicated with dealer or distributor	33.8%
7. Gave time to a manufacturer's salesman who called	33.1%

*Source: Continuing Readership Research

an F. W. DODGE CORPORATION publication

Architects and engineers mean business when they read your advertising in the "workbook of the active architect and engineer"

ABC ABP

Architectural Record

119 West 40th Street, New York 18, N. Y. • OXford 5-3000

SWEET SUCCESS adds the measurement of success that helps you get low cost-per-thousand sales...a unique format that provides the ideal climate for your sales message.

Created and produced by Jack Douglas, three-time Emmy Award winner.

I T C INDEPENDENT TELEVISION CORPORATION

488 MADISON AVE. • N.Y. 22 • PL 5-2100

This Week in Washington . . .

IRS Calls Reaction to 'Lobbying' Ad Tax Rule 'Confidential as Tax Return'

By Stanley E. Cohen
Washington Editor

WASHINGTON, Nov. 12—During the past two weeks, ADVERTISING AGE has been awaiting a reply to the letter of protest which this bureau has filed against secrecy surrounding tax rule making at the Internal Revenue Service.

Originally, we were in this battle alone. But this week the subcommittee on government information of the House of Representatives examined our complaint. With considerable joy we received word that the subcommittee chairman, Rep. John Moss (D., Cal.), is also asking for a justification of the secrecy which is maintained on matters which ought rightfully to be exposed to the spotlight of publicity.

IRS has been in the process of drafting new regulations limiting the right to claim tax deductions for ads which discuss controversial subjects. In public speeches, Commissioner Dana Latham has acknowledged that this is a highly controversial subject. Small wonder, then, that ADVERTISING AGE would feel a responsibility to inform its readers fully and accurately about the shades of reaction that the bureau is receiving in response to its published invitation for comment.

Our effort to inspect the comments, a right freely given at other regulatory agencies, was summarily rebuffed.

As a compromise, IRS offered to provide us with a list of organizations which requested a hearing on the problem, together with a summary of the issues they raised.

We regarded such an approach as inadequate. Some organizations were objecting to any discrimination against "idea" advertising, on the grounds that it represented a form of censorship. Other organizations were ready to accept the regulation, with modification. For a publication like ours, it was essential that we have the exact language of the replies so that we could indicate the kind of comments that the IRS was receiving.

■ Efforts to obtain redress through the information office of the IRS and its parent agency, the Treasury, produced no results. Because an important principle was involved here—the right to have access to public business so that it could be reported fully and fairly—the editors of ADVERTISING AGE authorized this bureau to enter a formal protest with the commissioner.

In a letter signed by this reporter, ADVERTISING AGE explained to the commissioner that experience teaches us that the only responsible way to report news of this kind is to read the documents and prepare our own analysis of the content. Often, the letter pointed out, some of the parties to the procedure provide us with copies of their comments. In a matter as controversial as this, we have no way of knowing whether a report prepared from such partial material would result in a fair and balanced picture.

Representatives of IRS, in refusing to permit us to read the official file, took the position that comments in rule-making procedures at the revenue service are given the same confidential treatment that tax returns are given. The ADVERTISING AGE letter of protest said:

"I want to add that though I deal regularly with a multitude of regulatory agencies, and have reported literally dozens of controversial rule making procedures, this is the first time in my professional career that I have been confronted with a situation of this kind.

■ "I appreciate, of course, that in its dealings with tax returns of individual taxpayers, IRS must, by law, let alone common decency, maintain confidentiality. In rule making, however, I fail to see why confidentiality is more necessary or justified at IRS than at any of the other regulatory agencies which have similar responsibilities."

It is conceivable that this episode, including the intervention of the Moss committee, might have been avoided if the information office of the Treasury had the prestige, or judgment to give the department good public relations advice.

In this instance, the Treasury's public relations office made no effort to adjudicate the dispute. Having failed to do its job, it left no alternative except for this bureau to take its case directly to the public officials involved.

■ A week after our original inquiry was submitted, IRS delivered the list of organizations which it had promised. The material they delivered fully confirmed the danger we sensed when the compromise was first offered.

On the list were 42 organizations. After each was a single word like "dues," "definitions," "advertising" to signify the issues raised.

Our examination of the list established that it omitted at least some organizations which were known to have filed comments—American Newspaper Publishers Assn., for example. When we inquired, we were told: "Oh, that list covers only those which asked for a hearing. There were others which simply commented without requesting a hearing, but we are not permitted to identify them."

■ Even the list which IRS delivered for our use led to a deceptive impression. In addition to the 42 organizations itemized on this list we subsequently learned there were at least 135 other organizations which submitted comments, whose identity and views were being screened completely from public scrutiny.

Once the dispute got into the hands of the Moss committee, it began to take on even broader significance. John Mitchell, the committee's experienced general counsel, conducted an immediate preliminary investigation. He came back convinced that the suppression of legitimate information is widespread, and even more arbitrary than the ADVERTISING AGE experience indicated.

In an effort to learn the legal basis for the position that IRS has taken, he learned that the Internal Revenue manual, which contains the operating regulations of the agency, is in itself a confidential document. "Thus," said Rep. Moss, in his letter to the commissioner, "it appears that IRS regulations not only permit secrecy to cover public comments on which the agency's actions will be based, but even the regulation permitting secrecy is secret."

■ This bureau is sufficiently optimistic to believe there will be a happy ending to this story. Commissioner Latham is a newcomer. At this point, he should not be considered personally responsible for improper procedures inherited from predecessors. No member of the press is going to insist that any government agency divulge information which must be protected by law. But elsewhere in Washington rule-making is customarily conducted in a goldfish bowl. Commissioner Latham has too many other problems to worry about without trying to make a one-man stand against the first amendment.

However You Research it...

The Syracuse Newspapers' Circulation Delivers the TOTAL Standard Metropolitan Area and... MORE!

FIFTEEN COUNTIES—that's the Syracuse market. And . . . whatever your market data source, there's only one effective way to sell ALL of the Syracuse Market . . . the Syracuse Newspapers.

They deliver 100% of Syracuse and Onondaga County and up to 90% coverage in the three-county Syracuse Metropolitan Area.*

But . . . when you think of the Syracuse Market . . . THINK OF ALL OF IT. Syracuse Newspapers also deliver up to 76% of the 12 surrounding counties which comprise the TOTAL SYRACUSE MARKET. No other combination of media delivers comparable coverage at comparable cost!

BIG

ONE-THIRD THE TOTAL AREA OF NEW YORK STATE POPULATION: 1,459,100

BIG

➡ SPENDABLE INCOME
➡ RETAIL SALES
➡ FOOD SALES

AMERICA'S Best TEST MARKET

FULL COLOR AVAILABLE — DAILY AND SUNDAY

Represented Nationally by MOLONEY, REGAN & SCHMITT

* Onondaga, Oswego and and Madison Counties
U.S. DEPT. BUDGET STANDARD DEFINITION

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

ABC CIRCULATION: Combined Daily 229,181 Sunday Herald-American 202,737 Sunday Post-Standard 103,496

Kayser-Roth finds a barrel of apparel sales in LIFE

"LIFE's the place for our many brands and new products"

Say you have many products for men, women and children. Say you have several brands of the same product (women's hose, for example). Then, your vital question is: where do you most effectively present your many brands and products to people with an eye to apparel?

For Kayser-Roth, the answer is LIFE.

Says President Chester H. Roth, "LIFE Magazine has consistently proven to be the ideal solution. In addition, we have found LIFE tremendously efficient for the introduction of our many new products. Through LIFE we achieve authority, atmosphere, authenticity and great appeal. In LIFE's vast audience, we find so many people who are receptive to the new.

"In 1959, we invested well over $300,000 in LIFE. It paid off for us – effectively. That's why, for 1960, we are planning an enlarged and even more consistent LIFE program."

LIFE Works for Kayser-Roth. And it works for RCA, for Clairol, for Swans Down, for National Distillers, for Polaroid. Try it yourself.

APPAREL, FOOTWEAR & ACCESSORIES

MAGAZINE	ADV. INVESTMENT
LIFE	$5,503,887
Vogue	3,280,697
Seventeen	2,689,486
Good Housekeeping	1,953,122
Mademoiselle	1,777,400

Source: P.I.B. (Jan.-Sept., 1959)

Effectiveness is a fact of

ADVERTISED IN

LIFE

Tv Show? It Costs 35¢ a Share . . .

Management Wants Yardsticks for Ads, Bolin, Colley Tell ANA

Ad Evaluation to Be Theme of Workshops as Project X Is Formalized

HOT SPRINGS, VA., NOV. 10—Project X got a name today. It will now be called "ANA's Corporate Management Approach to the Advertising Investment."

Roger H. Bolin, ad boss of Westinghouse Electric, new vice-chairman of the Assn. of National Advertisers and head of the Project X committee, said research showed "a tide running in the business world

ANA Meeting

that demands information about the advertising dollar—better yardsticks on what returns can be expected from the advertising investment."

Project X, a campaign to have top management learn more about advertising, has uncovered that managements want most to get "more information about the return on the advertising investment," and it has shown that "any skepticism about advertising which management may have stems primarily from this cause," Mr. Bolin said.

■ Russell Colley, a management consultant who has been researching "what top management needs and wants most from advertising," said interviews with business leaders dispelled "common misconceptions that have existed in advertising circles." These misconceptions, he said, are: (1) Top management is too busy to worry about advertising; (2) management is "a little naive" about advertising; (3) the search for better measures of the return on advertising investment is futile.

Mr. Colley said his investigation showed top management eager to understand advertising; not naive, but astute; and unwilling to take no for an answer in the question of better measurements of return on advertising investment.

■ "I'm sure you recognize the reasons for top management's vital interest in advertising," said Mr. Colley. "Advertising expenditures have been climbing—not just in total dollars, but as a percentage of total corporate expenditures.

"For example, five years ago, when I made an advertising analysis at Du Pont, the advertising budget was approximately $18,000,000 and 1% of gross sales. When I visited Du Pont a few weeks ago, I found the budget had increased to $33,000,000 and 1.6% of sales.

"This example is not unusual. Hundreds of national advertisers—large and small, consumer and industrial—have increased expenditures both in dollars and in percentage of gross sales."

Mr. Colley said that men who have the final say on such big ad expenditures say "this represents 93¢ a share." And when they look at a single tv program they said, "this represents 35¢ a share."

■ "Advertising expenditures in the U. S. in 1958 of some $10.5 billion were close to the total amount of dividends distributed to some 12,000,000 stockholders of American corporations," said Mr. Colley. "On the average, for every dollar of dividends declared to stockholders, 82¢ is spent for advertising."

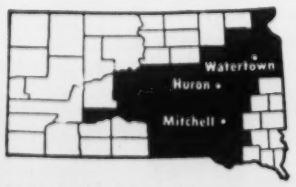
Mr. Colley said his interviews with heads of corporations revealed that they not only want better ways of judging returns on advertising investments, but that they recognize the need for better integration of advertising with selling, product development, research, finance and other activities.

He said they also are insisting on "a more business-oriented and a more objective approach to advertising."

Mr. Colley said he had "yet to talk to one top executive who does not believe in advertising as a vital contributor to the growth and profit of his corporation."

He said management men admit they need to become better informed about research. "Most management people have been giving lip service to advertising research,

36% of SOUTH DAKOTA'S SPENDABLE INCOME



Exclusively Covered by:

THE TRIPLE MARKET GROUP

- HURON DAILY PLAINSMAN
- MITCHELL DAILY REPUBLIC
- WATERTOWN PUBLIC OPINION

Sold in combination and nationally represented by
Johnson, Kent, Gavin & Sinding Inc.

SOLD

■ DX-SUNRAY (50 MARKETS) ■ SCHLITZ BREWING COMPANY (CHICAGO-TAMPA-MIAMI) ■ SAVARIN COFFEE (NEW YORK) ■ SOCIETY NATIONAL BANK OF CLEVELAND ■ O'KEEFE BREWING CO. (BUFFALO-WATERTOWN) ■ RALEIGH CIGARETTES ■ GALLO WINE ■ CBS "FLAGSHIP" STATION ■ NBC OWNED AND OPERATED STATIONS ■ CROSLEY STATIONS

but when it comes down to the hard core, they are reluctant to spend money for it. They are a little mystified by research, a little afraid of it," he said.

■ Mr. Bolin told the meeting that he believed that the men running U. S. corporations know that (1) there is no one-to-one relationship between advertising and sales; you do not necessarily double your sales by doubling your advertising; (2) that they do not believe the answer to increased share of market automatically calls for increased ad expenditures in good times or bad; and (3) that they do believe advertising is an important business tool.

Mr. Bolin said executives no longer are content with the outmoded idea that bigger ad investments mean a better company. "This may sound like a call for reducing advertising expenditures," he said, "but it isn't necessarily."

He said better evaluation of advertising investments would be a major theme for ANA workshops. Perhaps, he added, "we can build a road show devoted to the ways and means of establishing yardsticks for determining the return on advertising investment and take it to each major city, so that you and your managements can attend in small informal groups."

■ Roy E. Larsen, president of Time Inc., told the ANA that the future would bring four new forms of competition.

"There will be competition for higher quality, not only in the goods and services we sell, but in our own messages to a better educated public," he said. "There will be competition for markets, not just between products within an industry, but, as we have long known was true of the quality market, among the various industries themselves.

"There will be intense competition, not merely for the consumer's dollar, but for what may turn out to be equally important, the consumer's time. Finally, there is world economic competition—not just with our traditional trading rivals, but in terms of the economic warfare waged by communist nations."

■ Mr. Larsen said the new competition for quality already is taking place. He said the quality market should—as education expands faster than population—become the keystone of competitive efforts. The quality market of the future, he added, will be as big as, or bigger than, the low income mass market of the past.

Referring to the tv quiz program scandal, Mr. Larsen said it "will inevitably reflect on all advertising and on all of us connected with advertising. It is a reflection that goes to the very root of the advertising business, because it involves a question of public trust, and public confidence is necessarily the source of all advertising's power and effectiveness."

■ John R. Bowers, car advertising manager of the Ford division of Ford Motor Co., told ANA members his company's $780,000 insert in the May *Reader's Digest*—a 36-page "Buyer's Digest"—had seven successful results:

"It was exceptionally well read, especially by men. It was read much better than other automotive ads. It was removed from the magazine in great numbers. It had a positive effect on new car shoppers. It was well-liked by shoppers. It was well-liked by dealers. It played an important part in an exceptionally good sales year for Ford."

■ Mr. Bowers announced that a new 1960 edition of the 96-page "Buyer's Digest of New Car Facts," on which the ad was built, is being mailed to "hundreds of thousands who have already sent us their dimes in response to a direct mail offer."

On the advertising side, Ford will use a 12-page insert in the December *Reader's Digest*. The ad will concentrate on the "car selector or catalog pages" of the original car fact booklet. Readers of the ad will be invited to send for the booklet, using a prepaid postcard in the insert.

In a panel session devoted to the

Timely as Today's Headlines...

GRAND JURY

... the new, exciting television, half-hour series ... is making rating headlines for a large list of quality-conscious, sales-conscious advertisers in over 100 markets. According to one rating service, this powerful, audience-attracting show **hit the highest rating in its time slot, within two weeks of its premiere ... in New York, the toughest seven-station market in the country!** This big-budget show offers the added prestige of "Public Service" program identification and features a top-notch cast. Stars Lyle Bettger and Harold Stone are your team of hard-hitting investigators tackling every kind of tough enforcement assignment. Use this team to sell for you—as they are now doing for others—in the markets still open!

GRAND JURY
produced for NTA by
Desilu

For details, phone, wire or write
Michael M. Sillerman, President
NTA Program Sales
A Division of National Telefilm Associates, Inc.
Coliseum Tower, 10 Columbus Circle, New York 19, JUdson 2-7300

JUST OUT!
BACON'S 1960
PUBLICITY CHECKER

Now with quarterly revisions
— Completely up-to-date all year long

BACON'S famous Publicity Checker is out for 1960! It's the only complete directory to over 3,500 business, farm and consumer magazines. Every listing gives you name, address, editor, issue date, circulation, publisher and editorial code that shows type of publicity each publication wants. 99 market groups to guide you in release list selections. The all-new 1960 Checker incorporates thousands of changes for 1960. In addition, you'll get a revision every three months for 100% accuracy all year long. Get more publicity at lower cost. 352 pages, 6¾" x 9¾", fabricoid cover. Lays flat when in use. $25.00 each with quarterly revisions. Order today!

ON APPROVAL

Please send _____ copies Bacon's Publicity Checker. Bill: ☐ Me ☐ My Company. $25.00, including revisions.
Name _____
Company _____
Address _____
City _____ State _____

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois

Kolb Robinson Van Iderstine Paynter Cunningham Mrs. Cunningham Smith McGannon Thurm Hollander Seay McCabe Roens

SOCIAL HOUR—*Getting acquainted at the Assn. of National Advertisers annual convention held at Hot Springs, Va., in the early part of this week were Frank Kolb, Standard Oil Co. (Ohio); Bill Robinson, Standard Oil Co. (N. J.); F. Van Iderstine, Carter Oil Co.; Bill Paynter, Connecticut General Life Insurance Co.; Mr. and Mrs. John Cunningham, Cunningham & Walsh; Doug Smith, S. C. Johnson & Son; Don McGannon, Westinghouse Broadcasting Co.; Sam Thurm, Lever Bros.; Alfred Hollander, Grey Advertising; Pete Seay, Westinghouse Electric Corp.; and Tom McCabe Jr. and Burt Roens, Scott Paper Co.*

Ford ad, Jack Cunningham, of Cunningham & Walsh, said the insert showed "imaginative leadership and was highly informative." Later he added, "with all my enthusiasm for the Ford ad, don't let us forget our basic job. I'd prefer a single sentence of distinction that will make consumers buy my product. It's what I leave in the consumer's mind—whether I use 36 pages or a couple of lines."

■ William R. Hesse, exec vp of Benton & Bowles, New York, explained a method of measuring the readiness of consumers to buy. Based on an "attitude scale," the method "can be used to assess people's readiness to buy services as well as products," he said.

Mr. Hesse called the technique "readiness to buy" or RTB, for short. It uses a scale consisting of ten statements, ranging from the strongly positive ("I'm going to buy some right away") to a definite negative ("If somebody gave me some, I'd give it away").

Responses are gathered by mail or personal interview; Benton & Bowles "has used both with good results, preferring the latter." Cost of using the method was estimated at about $5,000 for "a comprehensive national study of, say, half a dozen brands and their major competition in several different product categories."

He said that RTB could also "accurately forecast" the share of market decrease suffered by a product "well ahead of availability of share data." RTB, he added, "is not a replacement for Nielsen or MRCA data or other widely used research methods. It should be used as added means of research."

■ Final session of the meeting was devoted to presentations by eight admen who told "how we used advertising with outstanding success to help achieve specific company objectives."

Presentations were made by E. L. Herron, ad director, Owens-Illinois Glass; J. Whitney King, sales promotion and advertising manager, American Can Co.; Richard S. Lowell, sales promotion and advertising director, U.S. Plywood; Eugene A. Raven, ad director, United Air Lines; George J. Abrams, president of the Richard Hudnut-DuBarry-Sportsman division, Warner-Lambert Pharmaceutical; Martin R. King, advertising and sales promotion manager of the large lamp department, General Electric Co.; Max Barry, ad manager, California Oil; and Gordon Hull, advertising and sales development director, Mutual Benefit Life.

■ Mr. Hull told of a 1958 campaign aimed at medical men. It had a $100,000 space budget, a $15,000 sales promotion and merchandising budget and used a movie costing $45,000.

"Our sales objective had been a 30% increase, or $9,000,000," he said. "Our results were a 70% increase, or over $19,500,000."

Mutual used 17 medical publications, each carrying 12 or 13 page units.

■ Mutual kicked off its 1959 campaign—budgeted at $70,000, with merchandising reduced by 50% and sales promotion cut to practically nothing—with a six-page insert in the *AMA Journal*. This told medicos, "You need 'true security,' a financial plan designed especially for men of the medical professions and their families." Mutual ran off 50,000 of the inserts for use as self-mailers by agents.

"Our 1959 medical business," said Mr. Hull, "is already over $50,000,000. It should go over $65,000,000 for the year, a gain of $18,500,000 or more. This is nearly 40% over last year and 136% over 1957."

Mr. Hull said, "The advertising is the real heart of our entire marketing plan," adding:

"We would seem to have pretty well pre-empted the advertising opportunities of life insurance companies to the medical market, and no more than $60,000 a year for space should protect our position. I believe our sales will continue to expand to as much as $100,000,000 by 1965, and as additional agents realize they should get into the market."

Mutual's campaigns were handled by the New York office of Grant Advertising.

■ Mr. Barry outlined the problems encountered by California Oil and Batten, Barton, Durstine & Osborn in switching from Calso to Chevron gasoline and service stations.

"I think we were successful mostly because we did something in the gasoline business as daring as dropping a match," he said. "We were funny. Not half-safe funny. All out funny. We believed the public would get the joke. And the public did."

The campaign used a character called Hy Finn, whose quips became the key to the drive: "You can back up as well as go forward with Chevron Supreme," or "Chevron Supreme fits any shape gas tank," or "Your tank will never be empty if you keep it full of Chevron supreme," or "Chevron Supreme comes in convenient liquid form for fast, easy fill-up."

"I think humor in advertising has been suspect mostly because it's half-way humor," said Mr. Barry. "Not funny enough to win the affection and attention you're after. Don't think I wasn't warned about letting the humor wag the campaign. Well, the humor did wag the campaign."

■ Getting Calso service stations' customers to remain with Chevron stations involved getting people to look at the new signs. This was achieved with the attention-getting device of covering the new signs with red cloth for some time—then taking them all off at once, to tie in with announcement ads.

The advertiser—who markets in 12 states from Maine to Virginia—developed a teaser campaign on the covered signs. It whipped up a booklet to tell dealers about the "crucial" timing of uncovering the new signs. Chevron used a four-color page in the northeastern edition of *The Saturday Evening Post*—and timed the uncovering of the signs to the day the magazine hit newsstands. Tv spots in prime time were used repeatedly. The teaser campaign took "a giant chunk of the budget" and was "rammed into a small period of time."

The day the red cloth was ripped from the signs was the day "every key newspaper carried a big, bouncy" announcement ad.

■ Mr. Barry said the campaign "brought more phone calls and customer reaction and dealer enthusiasm and mail than anything I've ever been part of."

Then Chevron took "some left-over dollars and asked Marketing Impact Research to find out if we'd really done a job." The research company reported that "in total awareness of Chevron advertising in June we scored 96% in Portland, Me., 83% in northern New Jersey. September was 91% and 89%."

Mr. Barry added that the campaign resulted in "a substantial gain" in business—"several times that of the industry in our marketing area." Sales, he said, even went up while the red bags covered the signs.

He attributed the program's success to BBDO's "making all media work as one," to "blowing a lot of budget in one small period," and to being "lucky enough to hit the public just at the time when it was up to here with straight sell, hard sell or whatever you call it."

Mostly, he continued, it was successful because it was funny.

■ Mr. King of American Can outlined a campaign aimed at helping dairymen sell more milk and at giving consumers an incentive to buy milk in Canco cartons. A card insert in *Life*, *Ladies' Home Journal* and *McCall's* brought returns of 58,300 from the weekly's readers, 65,200 from *McCall's* and 85,400 from *Journal* buyers.

■ Donald S. Frost, of Bristol-Myers, was elected chairman of the ANA (*see story on Page 99*). He succeeds Henry Schachte, of Lever Bros. Roger N. Bolin, of Westinghouse Electric, was elected vice-chairman. Mr. Frost had been vice-chairman and Mr. Bolin treasurer. Six new directors were named: Kenneth L. Skillin, Armour & Co.; Douglas L. Smith, S. C. Johnson & Son; Harry F. Schroeter, National Biscuit; Robert G. Stolz, Brown Shoe; Norbert A. Considine Jr., Blue Bell Inc.; and Richard S. Lowell, U. S. Plywood. #

Roger Bolin

Dentists Seek Ad Law

CHICAGO, Nov. 12—The American Dental Assn. doubts that the advertising industry can "clean its own house," as the Assn. of National Advertisers' new chairman, Donald S. Frost of Bristol-Myers Co., warned it to do. ADA still wants Congress to enact legislation to "permit federal agencies to control distorted advertising."

ADA's position was reiterated by Dr. Harold Hillenbrand, ADA's secretary, in response to Mr. Frost's statement. The dental association executive noted that ADA asked Congress to remedy "false and misleading" ad claims for dentifrices more than a year ago (AA, July 21, '58). "But, with one or two exceptions," he said, "nothing has been done and the public continues to be duped. Unsupported ad claims continue to give tv viewers, as well as readers, a false sense of security about tooth decay, gum disease and other teeth-related ailments."

He leveled particular criticism at "assertions by one manufacturer that use of its dentifrice provides the teeth with an 'invisible shield' against tooth decay through just one brushing a day." The reference apparently is to Colgate toothpaste with Gardol. #

Reston Sees No 'Silly' TV Legislation by Congress

The tv investigation should not worry advertisers unduly, according to James Reston, Washington bureau chief of the *New York Times*, "because Congress, in an election year, will not want to punish television too hard."

"There will be no dramatic or silly legislation," added Mr. Reston at an ANA lunch.

He said he expected the Washington investigators to take a close look at the money earned by Revlon in terms of articles sold and the virtues claimed for them in Revlon advertising. Mr. Reston said he also expected the Department of Justice to look into whether television stations are "in control or giving away their responsibilities to others."

Amos Hope Koch Misamore Duffy Evans Dilworth Stocker Pettit Durgin Runyon Whittaker Hattwick Fish Marschner

AT THE OLD HOMESTEAD—*Relaxing a few moments at the Assn. of National Advertisers convention in Hot Springs, Va., were these admen: John Amos, Amoco Chemicals Corp.; Norman Hope Jr., Wellington Sears Co.; George Koch and Joseph Misamore, B. F. Goodrich Co.; Tom Duffy, Acme Boot Co.; Paul Evans, Economics Laboratory; Don Dilworth, Deere & Co.; Jim Stocker, Scott Paper Co.; Clark Pettit, Crown Zellerbach Corp.; Don Durgin, NBC-TV; Everett Runyon, California Packing Corp.; Alfred Whittaker, Bristol-Myers Co.; Mel Hattwick, Continental Oil Co.; Jim Fish, General Mills, and Don Marschner, Shell Oil Co.*

Another product bought–because Outdoor got the last word!

Outdoor strikes while the opportunity is hottest—when people are out where they can respond immediately to your selling message.

Here you give them an exact full-color image of your product just as it appears moments later when they stop to buy.

Outdoor advertising is the shortest distance between telling and selling.

And it sells everybody. This is because everybody goes where Outdoor shows—along the main traffic routes. Among younger urban women, for example, more than 95% remember Outdoor. With teen-agers it's 93%.

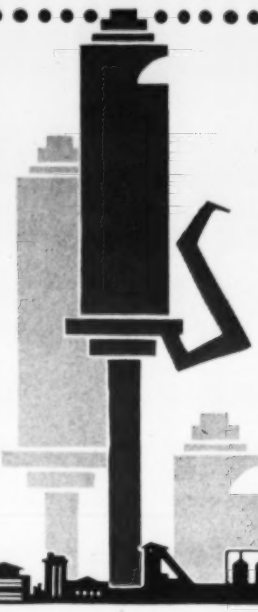
Here you reach more customers per dollar—and reach them more often—than in any other medium.

Let an OAI man show you how you may sharpen the impact of a marketing program with Outdoor posters, painted bulletins and spectaculars. At his disposal—and at yours—are all the research, planning, creative and merchandising services of Outdoor Advertising Incorporated, national sales representative of the Outdoor advertising medium.

Sales offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle*

OAI OUTDOOR ADVERTISING INCORPORATED

in
TOLEDO
you know
where you're
going with
WSPD
radio
(NBC NETWORK)



Blow the whistle if your sales are lagging in booming Toledo . . . More audience around the clock than the next two stations combined! 1st in Toledo for 38 years—WSPD, the habit station. Call Katz for fast action.

a
STORER
station

National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

U.S. Business Succeeds in Communicating With Itself Only, Henry Kaiser Jr. Tells PRSA

MIAMI BEACH, Nov. 10—American business prides itself on "communication," declared Henry J. Kaiser Jr., vp of Henry J. Kaiser Co., Oakland, Cal., but in this field big business has chalked up one of its greatest failures.

"We have communicated all right," Mr. Kaiser told the 800 members of the Public Relations Society of America attending the 12th annual convention here, "but we have communicated with each other much more than we've communicated with the general public, particularly with the working man.

"We've done a poor job with the working man. Sure, we put out thousands of plant magazines and company bulletins, but this isn't communication. This is talk. It might even be called propaganda. We have let him drift off by himself until he has all but lost his identity under the protective arm of big labor management. We have let him drift, *en masse*, into the echelons of big union organization."

■ Mr. Kaiser cited three examples of true communications:

• Timken Roller Bearing Co., Canton, O., makes it a policy to communicate its labor negotiations on a day to day basis to all of its employes. Top management, he said, spends considerable time on the shop floor every day.

• Olin Mathieson, he revealed, has come up with a plan of bringing top-flight teachers into a community, to provide advanced courses for outstanding students.

• Dan River Mills has established a program to utilize human resources by involving its retirees in constructive community projects.

■ Lammot du Pont Copeland, vp of E. I. du Pont de Nemours & Co., Wilmington, Del., told the group, "It seems to me that the next decade will be one in which an increasingly intelligent public will not be satisfied merely with cliches and fancy phrases. It will demand to know not only what is done, but why it is done, how it is done and what are the social and economic implications of it all.

"While all companies and institutions have problems that are not greatly dissimilar relating to the daily operations of the institution, the biggest problems of the future seem to me to lie in the field of public attitude toward not only our business institutions but our social institutions, and even our government, and the governments of others," he said.

■ Erwin D. Canham, editor of the *Christian Science Monitor*, said, "We are told that subtle advertising and public relations techniques, based upon depth psychology, are working their hidden persuasive will with us. Our public opinion is said to ebb and flow in massive waves. Our people are likened to the lemmings who rush over the cliff into the sea.

"I think this is largely nonsense. The minds of Americans have not been possessed. The reservoirs of common sense are still there. It is true, of course, that we are a big country in a period of mass communication and we need far greater diversity of ideas and diversity of communication. But neither you ladies and gentlemen nor the advertising agencies are the real rulers of America. The real rulers are still the people."

■ The public relations committee of the association, ADVERTISING AGE learned, proposed that the profession mend its own fences and upgrade its standards by eliminating many unfair practices. Though association officials would neither deny nor confirm this proposal, it was further ascertained that the board of directors has approved it and recommended that paid public relations counsel be retained. Heretofore, association pr has been done on a voluntary basis.

At the concluding session, Kenneth Youel, assistant director of communications for General Motors Corp., Detroit, was elected president. He succeeds Carroll R. West, vp and general manager of the pr division, Title Insurance & Trust Co., Los Angeles.

Other newly elected officers are Harold B. Miller, director of public relations, Pan American World Airways; Bert Goss, president of Hill & Knowlton, New York, treasurer, and John Fleming, general manager of public relations for the Aluminum Co. of America, Pittsburgh, secretary. #

Circulation is good
...and is growing daily!

324,101

Daily average net paid circulation for the month of September, 1959. Sunday 370,578.

Cloudy, Cool
St. Louis Globe-Democrat.
One Hundred and Seven Years of Public Service
St. Louis, Wednesday Morning, September 30, 1959—3 Sections—32 Pages
FIVE CENTS
Vol. 84—No. 363
The Best Way
To Fight Cri

Represented nationally by Moloney, Regan and Schmitt

Photo by Mansfield and Cox. Courtesy of Flower Grower, The Home Garden Magazine

The Chemical Engineer tends a 75,000,000-acre garden

Fertilizers, insecticides, seed and soil treating agents, weed killers... aids to the modern gardener created by the Chemical Engineer's technology.

The complex, multi-billion buying chemical process industries — from drugs and dyes to plastics and fertilizers — are tied together by their common dependence on chemical processes and techniques, similar equipment and raw material needs... and the ever-present chemical engineer who makes them work. He designs and builds the plants, develops the products and processes and makes them pay. Naturally his voice is heard at every point in the buying procedure.

You will find more than 46,000 chemical engineers twice as often in their own magazine — CHEMICAL ENGINEERING — preferred by a 3-to-1 margin among chemical engineers in all functions, in all industry. With the new, every-other-monday frequency, they're reading it more closely than ever before . . . Starch scores are up 11.3% for "noted" and 28.7% for "read most" . . . and inquiries are up 15.5% over 1957's monthly issues. CHEMICAL ENGINEERING, A McGraw-Hill Publication, 330 W. 42nd St., New York 36, N.Y.

Published every other monday for Chemical Engineers in all functions

good reproduction + correct dot structure = your money's worth in the magazine

☞ This is the formula
that keeps Hutchings & Melville engravings
Selling at the Point of Impression

H M **Hutchings & Melville, Inc.**
custom photoengraving
4043 N. Ravenswood Avenue, Chicago 13, Illinois EAstgate 7-9220

☞ *All color engravings for wet printing are proofed exclusively on 4-color proof presses*

Detroiters Plan Contest

Industrial Marketers of Detroit, local chapter of the Assn. of Industrial Advertisers, is sponsoring an awards competition for industrial and business advertisers in Michigan, the western part of Ontario and the Ohio area centering on Toledo. Awards will be made for highest effectiveness in advertising in the following categories: Single pages, multiple pages or spreads, inserts and fractional ads. Entry blanks are available from the group at 7410 Woodward Ave., Detroit.

Katz Promotes Beck

Martin F. Beck has been promoted from a radio salesman to the new post of assistant radio sales manager of Katz Agency, New York, media representative. Katz also has named Thomas C. Hetherington, previously a time buyer at Gardner Advertising Co., to the radio sales staff.

Business Paper Ads Need Top Creative Talent, Beard Says

DAYTON, Nov. 10—"It takes experts to sell experts. More advertising agencies are realizing this and are assigning top creative talent to write business paper advertising.

"This will lead to the greater effectiveness of business paper advertising, something Associated Business Publications has been working for during the past half century," William K. Beard, ABP president, told the Miami Valley Industrial Marketers here tonight.

"Unfortunately," Mr. Beard said, "there are still too many agencies that still throw 'trade stuff' to bull pen beginners, and there are still advertising men and women producing business advertising who aspire to write consumer advertising, which they feel is more glamorous and perhaps more remunerative.

■ "The result is wasted advertising dollars—advertisements that neither sing nor sell," Mr. Beard said. "This has an adverse effect on all parties concerned: The client, whose advertising investment does not produce adequate sales results; the agency, whose client will either switch to another shop or become a lesser factor in the market place, and the business paper publisher, because advertising in his publication will not produce the results it is capable of producing."

In the interest of all three parties, Mr. Beard said, ABP is devoting an expanded advertising program to "trading-up the image of business paper advertising."

■ Mr. Beard said that ABP is "out to establish business papers as the pro's medium—the medium for men with the know-how to write to a sophisticated business audience.

"We are illustrating campaign ads with photographs of real advertising men at work. And to enhance the 'pro's medium' theme, we have commissioned the well-known business man portrait photographer, Arnold Newman, to take the on-location photos."

This advertising effort in the advertising and sales press, Mr. Beard said, is being supplemented by the cross-country showings of a new sound motion picture "Ad-Ventures," which dramatizes the business paper both as a communications and advertising medium.

The film was shown to the Ohio advertising men at the conclusion of Mr. Beard's talk. #

Gardner Names Three; Adds Gulden Account

Jack T. Denney, Joseph Hughes and Walter Ware have been named to the new posts of creative supervisors of Gardner Advertising, New York. Mr. Denney was formerly with Ted Bates & Co., New York, as senior writer and copy group supervisor, and Mr. Hughes was previously senior group supervisor and senior writer of Compton Advertising. Mr. Ware joined Gardner at the beginning of the year as copy supervisor and senior writer.

Gardner has also been appointed to handle advertising for Charles Gulden Inc., Saddle Brook, N. J., effective Jan. 1. J. M. Kesslinger & Associates, Newark, is the present agency.

Pepperidge Boosts Whitchurch

Charles G. Whitchurch has been named manager of the merchandising department of Pepperidge Farm, Norwalk, Conn. Mr. Whitchurch was formerly manager of the regional meeting department of the Super Market Institute, Chicago.

HAIL TO THE QUEEN—AND HER EMPIRE!

For newspaper advertisers, Charlotte, queen city of the Carolinas, is *seven times* as important as its metropolitan area alone.

The Charlotte Observer-The Charlotte News, a single media buy representing the biggest circulation unit between Richmond and Atlanta, delivers a Zone of Influence* *seven times* the size of Metropolitan Charlotte itself. In all, it's an empire that includes 39 Carolina counties, with nearly 2 million population and over a $1½ billion a year in retail volume.**

As a newspaper market, then, Charlotte should —and does—rank high up on any national list. For there are only 43 cities in the whole U.S. where you can buy more circulation.

*Contiguous counties where Observer-News circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.

**1959 Sales Management Survey of Buying Power.

THE CHARLOTTE OBSERVER | THE CHARLOTTE NEWS

A TOP TEN BRANDS MARKET

Charlotte, N. C. · Daily Circulation over 222,000

Represented by The Katz Agency, Inc. Newspaper Division

1 will get you 7

LISTEN, CHARLIE...

... advertising agencies do a lot of different jobs these days: art, copy, merchandising, research, media, cooking, TV production, publicity, package design... the list could go off the page.

Some agencies figure their art and copy departments are their creative departments and the rest are "supplementary services." But other agencies figure that a creative agency is creative in all departments. Items:

There is the contact man who thought up the cold remedy that combines the elements of two clients' products...

There is the merchandising man who made a hard goods promotion successful by surrounding it with the atmosphere of a private sale...

There is the production man who helped overcome the technical difficulties in a new process: high-fidelity color for newspapers...

There is the media man who originated the consolidated purchase of television time for a group of accounts...

There is the publicity man who put a model tropic island on a barge and had it towed around New York...

There is the research man who found a new way to test for taste...

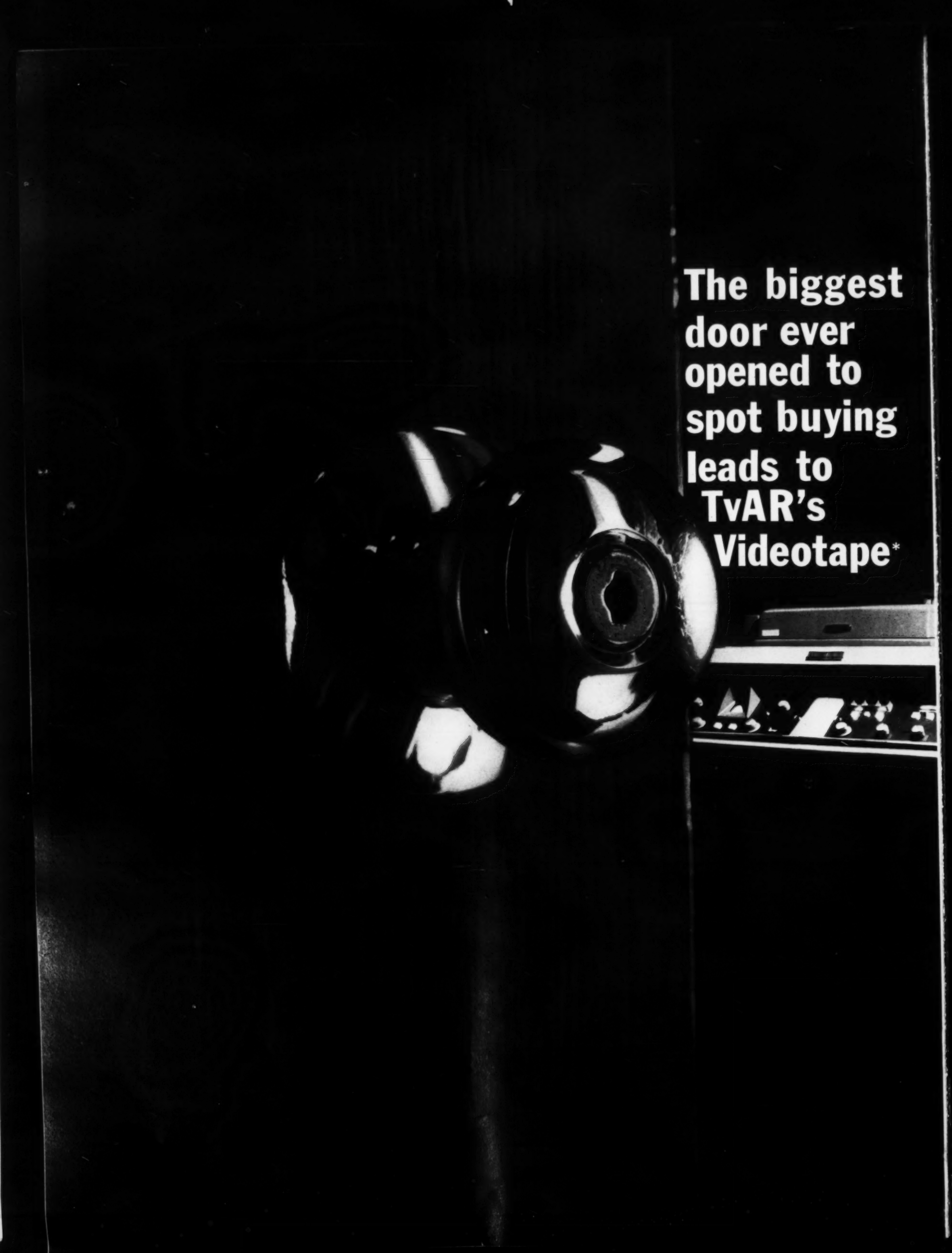
There are such things as creative packaging, inventive combination deals, and new ways to inspire the trade. There are many ideas which sell goods.

And, most important of all, there is the creative advertising idea which puts a benefit into people's minds in a new and arresting way. After all, it isn't just products which people buy...

PEOPLE BUY IDEAS

YOUNG & RUBICAM, *Advertising*

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • HOLLYWOOD • TORONTO • MONTREAL • MEXICO CITY • SAN JUAN • CARACAS • LONDON • FRANKFURT • GENEVA


The biggest
door ever
opened to
spot buying
leads to
TvAR's
Videotape*

No open door policy ever did so much for advertisers and agencies. TvAR is the first and only TV-station rep firm to put Videotape to work for you ... making it possible for you to

- *see* the shows on TvAR-repped stations before you buy them and *compare!*
- *pre-view* your TV commercials in actual program context ... *pre-test* your copy line with the same selling personalities who will be delivering it!
- find out how your product would look and sound on TV *even if it has never been on TV before!*

And that's not all! Clip the coupon below to find out 9 ways TvAR's Videotape "Monitor in Manhattan" can help build your sales.
You are invited to make use of TvAR's facilities.
Watch your product *take shape on tape* at TvAR, the rep firm that *gives you more when you go to market!*
Why not give us a call today?
JUdson 2-3456, New York.

Remember, spot TV can reach more people more quickly, at less cost and with more impact, than any other advertising medium.

TvAR TELEVISION ADVERTISING REPRESENTATIVES, INC.

Offices in New York, Detroit, Chicago,
Los Angeles, San Francisco
Representing WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland, KPIX San Francisco

DEPT. A

Television Advertising Representatives, Inc.
666 Fifth Avenue, New York 19, N.Y.

I want to know what TvAR Videotape can do for me.

Name _____

Firm name _____

Address _____

City _____

State _____

Canada Broadcast Unit Seen Receding from 55%-Canadian Program Position

50% Figure Called Likely; Broadcasters Cite U. S. Competition

TORONTO, Nov. 10—The government-owned Canadian Broadcasting Corp. agreed this week with the Canadian Assn. of Broadcasters that the proposal by the Board of Broadcast Governors to have 55% of weekly television programming Canadian was too high.

J. Alphonse Ouimet, president of the CBC, suggested at the two-day hearings of the BBG at Ottawa that a rule of 50% Canadian content would meet the requirement of the broadcasting act that programs must be basically Canadian in content and character.

He also opposed the board's suggestion, as did the CAB, which represents 41 privately-owned television stations, that outlets be required to devote two hours' peak viewing time, between 8 and 11 p.m., to Canadian programs.

■ When the board ended its hearings on television broadcasting regulations, observers believed it likely would chop its proposed 55% Canadian requirement to 50%, drop its prohibition of television broadcasting before noon and abandon the plan to reserve two peak hours for Canadiana.

The board heard submissions from labor, farmers, advertisers, educators and others, including CBC and CAB.

The dominant part of broadcasting in Canada has always been under public control. It has helped to web this country of only 17,000,000 people into a nation with an identity. It presumably is the job of the BBG to continue this policy.

In its brief, the CAB suggested that if there were to be regulations, Canadian content programs should be set at 35% in the first year, 40% in the second year and 45% in the third year. And it urged that a review of the regulation take place at the end of the third year.

■ The proposed regulations, said CAB, would force more Canadians to watch U. S. television stations and thus defeat their purpose. Talent is scarce in Canada, and already U.S. stations are within reach of 60% of Canadian receiving sets.

"We urge," said CAB, "that private stations could not possibly perform their prime function if tied to a 55% Canadian content requirement, simply because the material cannot be of the quality that will recapture the existing U. S. orientated Canadian audience."

Pointing out that the advertiser is not confined to Canadian outlets, the CAB estimated that about $7,000,000 a year is being spent in advertising Canadian products from U. S. outlets.

"Representatives of U. S. stations," it said, "sell their facilities aggressively in several Canadian cities, because nearly 60% of existing tv homes can pick up U. S. stations."

■ In their joint brief, the Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies warned that the 55% rule could make television less attractive as a selling medium.

"Records show," said the advertisers, "that Canadian viewers will not watch a program which has been produced in Canada simply because it is Canadian."

A survey in Toronto revealed that for every 100 television sets tuned into a Canadian program 455 were tuned to "foreign" shows. And between 6 and 11 p.m., when Canadian shows were available 57% of the time, the average home spent only 11% of its viewing time on them.

In opposing any suggestion that the corporation should provide some programs to stations which will be competing next year with the CBC, Mr. Ouimet said that "as Canada develops there will be the opportunity for a competing network right across the country."

Borden Sales at High

Sales and earnings for the third quarter and the first nine months of 1959 by Borden Co., New York, were at an alltime high and year-end results are also expected to set a new record. Third quarter sales, up 4.4% from the previous year, were $241,606,664, and earnings were up 2.2% to $7,100,678. Nine months' sales were $698,059,820 and earnings were $19,033,584. This is a 2.5% rise in sales and 4.5% increase in earnings, over the 1958 period.

Cross World to Matanky

Cross World Books & Periodicals, Chicago, has appointed Arnie Matanky Agency, Chicago, to handle its advertising. Cross World is an importer of books and publications published in the Soviet Union and supplies material in Russian and in English translations to schools, industrial companies and others.

HOW COULD YOU

Overlook the sweet Vermont market for your clients? It belongs in any New England campaign—can be covered with just one six-paper group easily and economically. For details, write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

USE "THE MOST

Because here

YOU CAN GET THE MOST

DOMINANT DISPLAY!

The Wall Street Journal's wider and fewer columns to the page give its readers a uniquely readable editorial product. For advertisers, this unique format combines the mighty advantages of dominant display and reduced visual competition. Every small ad acts bigger in The Journal; big ads enjoy billboard impact. Nowhere else among management publications can you run an ad so big! Here is where you get unlimited visibility without the complexities of costly pullouts and color. And the best part is that your easy-to-spot, easy-to-read sales messages will get to the very men your sales force wants most to reach. They are the men who trigger the big buying decisions everywhere. Among key executives everywhere, The Wall Street Journal is always overwhelmingly chosen "The Most Useful One" when they rate all magazines and newspapers.

Always remember—never forget:

TODAY AND TOMORROW THIS IS THE

Drug Store Sales Hit $3.5 Billion During 1st Half '59: Nielsen

CHICAGO, Nov. 10—U.S. drug and proprietary store sales hit $3.5 billion during the first half of 1959—an increase of 8.8% over the first six months of 1958.

In A. C. Nielsen Co.'s 25th annual "Review of Retail Drug & Proprietary Store Trends," the company noted that the increase in sales was 16.1% for chain outlets and 7.1% for the independents.

In 1958, drug and proprietary sales totaled $6.6 billion, a rise of 4.9% over 1957. The average annual increase since 1950 was 7.9%.

■ In 1958, sales gains over the previous year were spotty in the nine geographical regions Nielsen uses to dissect the U.S., but during the first half of 1959 all areas were substantially ahead of the comparable '58 period.

The east central region, which had a percentage loss in the 1958 vs. 1957 figures, led all other regions in the first half of '59, gaining 11.3% over the first half of '58. Smallest gain was 5.9% in the west central region. #

Kolbe Opens Music Office

Alexander H. Kolbe, former publisher of *Music Trade Review*, *Musical Merchandise Magazine* and *Radio & Television Journal*, has formed a new company, Alex H. Kolbe & Associates, consultant for the musical instrument industry. Offices are at 31 Union Sq., New York.

Falstaff Buys 'Coronado 9'

MCA-TV, New York, tv film distributor, has sold its new series, "Coronado 9," to Falstaff Brewing Co. (Dancer-Fitzgerald-Sample) for showing in 67 markets in 26 states, beginning Jan. 1. The mystery-adventure series features Rod Cameron as a special investigator.

Phillips Joins Wentzel & Fluge

Hal Phillips has joined Wentzel & Fluge, Chicago, as an account executive. Mr. Phillips was formerly in the sales promotion division plans group at Kling Studios, Chicago.

Donn Dolan to FC&B

Donn C. Dolan, formerly with Fletcher Richards, Calkins & Holden, has joined Foote, Cone & Belding, New York, as an account executive on Clairol.

Danforth Completes 35 Years at BBDO; Will Retire Jan. 1

NEW YORK, Nov. 10—J. Davis Danforth, one of three exec vps of Batten, Barton, Durstine & Osborn, will retire Jan. 1.

Mr. Danforth, who will continue with the agency as consultant, has labored in the same BBDO vineyards since 1925, when he joined the agency's predecessor company, Barton, Durstine & Osborn, as a messenger.

J. Davis Danforth

Since then he has risen steadily on BBDO's executive ladder, becoming a vp in 1938, a director in 1939, exec vp in 1946 and a member of the agency's executive committee in 1952. In 1958 Mr. Danforth—"Dave" to nearly everyone in the business—was elected chairman of the American Assn. of Advertising Agencies. Currently he is chairman of the advisory committee of the Four A's.

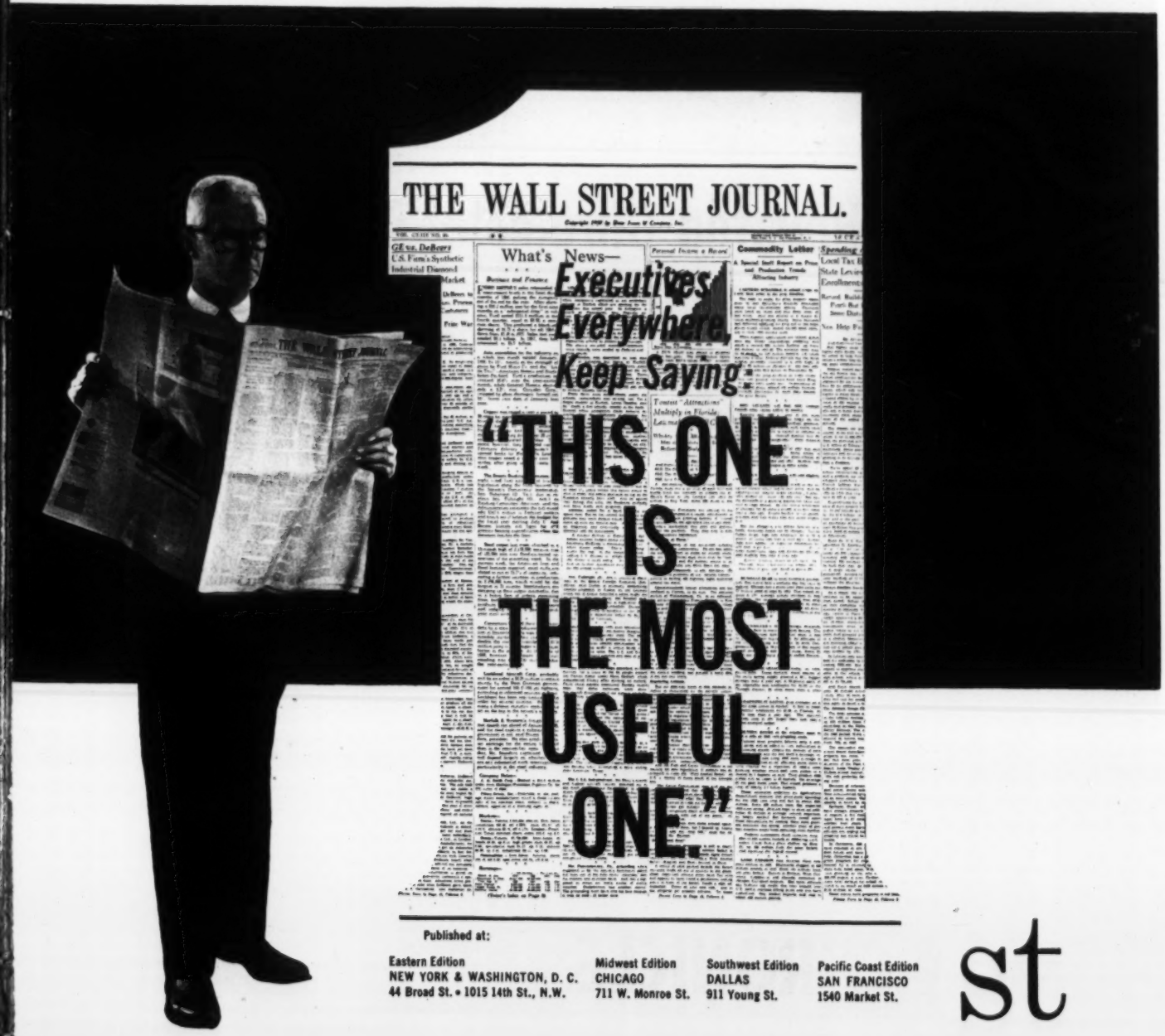
Mr. Danforth, who is 56, told ADVERTISING AGE that 35 years was his "target time" for retirement. "Thirty-five years in one job is enough for anyone," he said, "and I've decided to step out and let the younger fellows take over."

■ Following his retirement, Mr. Danforth said, he plans a vacation trip to Europe, plenty of golf, and "lots of time" with his family at his home on Cape Cod ("I've got five grandchildren"). He said his future business plans are undecided, but that he may get into private business after about a year's sabbatical. "I won't be doing anything much before January, 1961," he said. #

'Food Mart News' to Add Northern Edition in January

Food Mart News, Los Angeles, Southern California trade newspaper, will start a northern California edition in January which will have a guaranteed controlled circulation of 5,000. Editorial offices will be maintained at Wilson-Loveton Publications, 1606 N. Highland Ave., Hollywood.

USEFUL ONE" MOST



Published at:

Eastern Edition NEW YORK & WASHINGTON, D. C. 44 Broad St. • 1015 14th St., N.W.
Midwest Edition CHICAGO 711 W. Monroe St.
Southwest Edition DALLAS 911 Young St.
Pacific Coast Edition SAN FRANCISCO 1540 Market St.

st

ONE FOR "GETTING AHEAD IN BUSINESS."

© Dow Jones & Company, Inc. 1959

Advertising in America

Edited by Poyntz Tyler

• THE PRO & CON •

THE FRIENDS AND FOES of advertising have said much and written much about the good and bad of advertising and the advertising profession.

THIS NEW BOOK reprints some of the words of these disputants on both sides. Included are articles by Martin Mayer, Bruce Barton, Walter Goodman, David M. Potter and others. 21 provocative articles in all and a 10-page bibliography.

EVERYONE in advertising should have a copy. Send for *your* copy—today! Only $2.50

The H. W. Wilson Company
950 University Ave., NYC 52
Please send me _____ copies of ADVERTISING IN AMERICA at $2.50 per copy.
Name_____
Company_____
Address_____
☐ Check enclosed

. . . with The Houston Chronicle

131,000 "*working women*"—with no time to spare in the morning—are one of the many reasons that make Houston an afternoon newspaper market. The Chronicle—overwhelmingly preferred by "*working women*"—reaches them when they are relaxing at home . . . *motivates* their next shopping trip.

Advertisers know of The Chronicle's strong influence over women. They know that to sell Houston housewives and "*working women,*" The Chronicle is a must. Proof positive is The Chronicle's dominant leadership over both other Houston newspapers in general, retail and classified advertising linage. Let your advertising get a head start . . . place it in The Chronicle!

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper . . .

The Branham Company—National Representatives

Coming Conventions

*Indicates first listing in this column.

Nov. 17. 4th annual R.O.P. color conference, Sheraton Hotel, Chicago.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, regional conference, Drake Hotel, Chicago.

*Jan. 17-20, 1960. Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago.

Jan. 21, 1960. Magazine Publishers Assn., 2nd annual Midwest conference, Drake Hotel, Chicago.

Feb. 7-9, 1960. Advertising Federation of America, 1st District conference, Statler-Hilton, Boston.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

*April 24-27, 1960. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

May 8-10, 1960. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

June 5-9, 1960. 56th annual convention of the Advertising Federation of America, Hotel Astor, New York.

*Oct. 13-16, 1960. Pennsylvania Newspaper Publishers Assn., annual convention, Penn-Harris Hotel, Harrisburg.

Glenn Acquires Bell Agency; Adds Bell, Transfers Ingle

Glenn Advertising, Dallas, has acquired the J. Stewart Bell Advertising Co., Oklahoma City, and

J. Stewart Bell Clyde Ingle

has named Mr. Bell a vp of the Glenn agency. Glenn, which was founded in Oklahoma City in 1930, but moved out in 1947, now has offices in Fort Worth, San Antonio, Houston, El Paso, Los Angeles and Miami, in addition to Dallas and Oklahoma City.

Glenn has transferred Clyde Ingle from its San Antonio operation to Oklahoma City. He will be Oklahoma account executive on the Lone Star Brewing Co., San Antonio, which recently acquired Progress Brewing Co., Oklahoma City.

Packagers See Record in '60

The packaging industry will produce 500 billion units for a volume of $18.5 billion in 1960, the National Fibre Can & Tube Assn. predicts. Packaging volume closely follows the population curve, according to NFCTA's managing director, Paul S. Hanway. "For example," he notes, "in 1958, when the nation's population was 175,000,000, American industry spent $15 billion for packaging materials, supplies, machines and accessories. This year with the government reporting our population at 177,399,000, the packaging volume will increase to $16.5 billion. The government has already projected a maximum population of 181,200,000 for 1960."

NBC Forms Enterprises Unit

National Broadcasting Co. has formed an enterprises division headed by Alfred R. Stern, formerly director of international operations. NBC's international operations will come under the new division, along with the company's investment diversification program in the U.S.

400,000 guaranteed! Published quarterly . . . next issue on sale Jan. 5, followed by April 7, July 6, and Oct. 5, 1960
Closes Nov. 15, 1959, B&W page $2800

DELL
1000 HINTS SERIES
Mothers -to-be
FASHION & BEAUTY FOR THE BEST 9 MONTHS OF YOUR LIFE
WHAT HAPPENS TO YOU AND BABY-TO-BE MONTH-BY-MONTH
27 PRETTY NURSERY IDEAS
THE FIRST 40 DAYS OF LIFE WITH BABY

250,000 guaranteed! 2 issues per year . . .
on sale Feb. 9 and Aug. 8, 1960
Closes Nov. 25, 1959, B&W page $1750

150,000 guaranteed! Issue #11 on sale May 5, 1960
Closes Feb. 15, 1960, B&W page $1050

DELL 1000 HINTS MAGAZINE
No.13 NOV.-JAN. 35c
BEAUTY
AND MAKE-UP
wake up your sleeping beauty
PLUS! A COMPLETE 32-PAGE BEAUTY ANALYSIS COURSE TO SOLVE YOUR PROBLEMS

200,000 guaranteed! Issue #13 on sale Nov. 3, 1960
Closes Aug. 15, 1960, B&W page $1400

Now open to advertisers: four rich, selective women's markets! And you can pinpoint your advertising in them through the concentrated coverage—in depth—of *Dell selective market* magazines: 1. HAIRDO 2. MOTHERS-TO-BE 3. DIET and 4. BEAUTY. Each magazine is tailored to the reader's specific interests. Each specific audience reads, believes and buys. Your ad dollars will produce more sales and profits! For details contact: Dell Publishing Company, Inc., 750 Third Ave., New York 17, N.Y.

a **program** that's building

760,000 homes a year

A program at work the past 14 years is building 760,000 homes a year. That program is DSC—Dealer Sales Control. DSC was created by American Lumberman and Building Products Merchandiser to help the lumber and building materials dealer realize his fullest potential as a dominant buying and selling influence in the building materials market and as a principal market factor in home building and home improvements. DSC has succeeded. DSC dealers today control 55% of the home building market. They build 175,000 homes a year. Through financing builders, they control the building of, and sell materials for, 585,000 additional homes. Details on DSC and the new market it has created are available.

American Lumberman
and Building Products Merchandiser

Three Groups Vie Over Dutch Franchise for Commercial TV

AMSTERDAM, Nov. 10—The Netherlands, a country which has never had commercial radio, will have commercial television.

The government has officially stated that it sees no important objections to advertising on tv. A decision on the form of organization will be taken some time in the next six months.

The Netherlands will thus become the third major European nation to embrace television advertising. Great Britain already has a flourishing system, and West Germany has announced that it will introduce a full-scale commercial operation in 1961.

■ The big question still remaining here is: How will Dutch commercial tv be organized?

Currently there are three applicants for the commercial tv setup:

• **1.** Netherlands Television Foundation. This group, composed of the five broadcasting societies of Holland, runs the non-commercial tv channel now operating here. It was strongly opposed to commercial tv until it became clear that this movement could not be stopped. It now proposes that advertisers be allowed to buy spots between 7:30 and 8 p.m. every night—and that's all.

• **2.** The OTEM. This is an organization formed by private companies, among them a brewery, a radio-tv equipment manufacturer, a bank and five national newspapers. It has always insisted on a second channel for commercial tv, with the right to produce programs and sell advertising spots between programs.

• **3.** Forty-five local and regional newspapers have recently formed another group, offering to produce programs and sell spots.

■ Newspapers originally were opposed to commercial tv. They have now adopted the "if you can't beat them, join them" philosophy.

All three groups are maneuvering actively for the assignment; the general feeling here is that the government will try to find some middle position that will enable all three to participate.

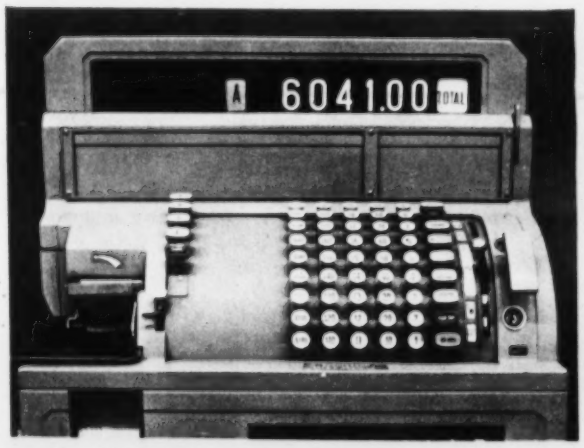
In any case, the commercials are coming. #

$ 6,041

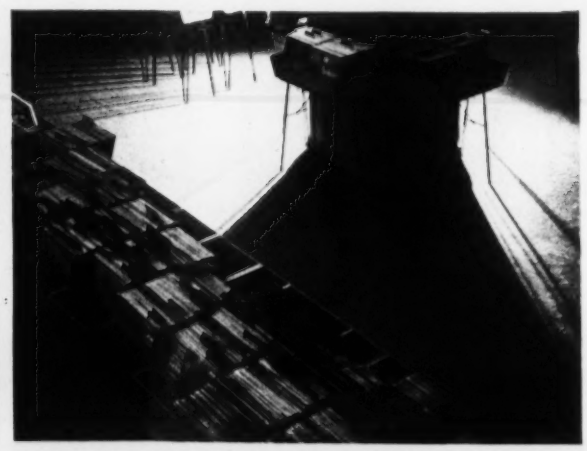
in sales..while Higbee's was closed!

Broadcasting on WERE for Higbee's, Cleveland's big department store, Bill Randle asked for telephone orders for the RCA Victor album, "60 Years of Music America Loves Best."

Operators at station WERE were flooded with 1231 telephone orders from 8-11 PM... opposite prime television time.



It added up to an amazing total of sales on Thursday **evening,** October 15...



while the store was closed. Final tally on all orders ... telephone and mail was $6,041.

Local boys make good on

WERE

Adventure Radio in Cleveland

Represented by Venard, Rintoul & McConnell, Inc.

Business Paper Ad Volume Up 9.2% in October, '59: 'IM'

CHICAGO, Nov. 10—Advertising volume in business publications was 9.2% higher in October than during the same month last year. For the first ten months of 1959, advertising volume was 2.9% above 1958.

The figures represent the combined volume of 320 business publications reporting monthly to *Industrial Marketing.*

The details:

Type	October Page Gain	% Gain
Industrial	2,376	9.2
Trade	137	2.6
Class	497	12.8
Export	97	9.2
Product news (in units) ..	485	16.0
Total	3,592	9.2
	Year to Date	
Industrial	7,467	2.9
Trade	627	1.2
Class	1,758	4.9
Export	—48	— 0.4
Product news (in units) ..	1,328	5.2
Total	11,132	2.9

Biddle Gains Two Accounts

Doane Agricultural Service, St. Louis farm management service, and Logan-Cache Knitting Mills, Logan, Utah, have appointed Biddle Co. to handle their advertising accounts. Biddle's Chicago office will handle Logan-Cache; the Bloomington, Ill., office will handle Doane. Gardner Advertising Co., St. Louis, formerly handled Doane; Logan-Cache previously was a direct advertiser.

Katz Adds Gotham Audio: Names McCarthy Copy Chief

Joseph Katz Co., New York, has been appointed to handle advertising for Gotham Audio Sales Co., New York importer of Neumann audio and electronic equipment. Krate-Basch Associates is the previous agency of record.

William McCarthy, formerly with Warwick & Legler, has joined Joseph Katz as copy chief.

To make the most of the power of print

KNOW YOUR PRINTER BETTER!

He knows everybody's job-and understands yours

Your job is to obtain the best printed material possible for your company—and get it on time. The shop foreman sees that you do. To accomplish this, he knows and directs every phase of printing from start to finish. He's a prime factor in helping you get the most from the power of print.

Before you start a print job, call in your printer, lithographer or screen processor. Planning with him, you can avoid problems, save money and get the job out faster and better.

We know you'll like working with your printer. We've been doing it for years in bringing him the quality papers he needs to serve you best.

MEAD papers

One of Mead's fine quality papers is PRINTFLEX OFFSET ENAMEL. This grade, in the 80 lb. weight, was used to print this insert. You'll find more information concerning it on the reverse side of this page.

the shop foreman

The printing shop foreman is a key figure in production, his responsibilities varying with the size of the plant. In one of average size he must be thoroughly familiar with every operation and how it should be handled for maximum efficiency. When emergencies arise and the pressure is on he is a diplomat (sans striped pants) who relieves tensions and finds the correct solutions. He is the man who knows all the answers.

Mead Printflex Offset Enamel

For many high-grade offset jobs, three paper characteristics are absolutely essential: a bright white color, a special coating for offset and, of paramount importance, extra strength. This feature of extra strength is accomplished by the use of a special long-fibered base stock which imparts to the paper its excellent folding quality, so important for folders, broadsides, self-mailers, self-cover booklets and similar pieces. It is ideal also for loose-leaf work on coated paper where punching demands maximum resistance to tearing.

Printflex Offset Enamel, along with its matching grade, Printflex Offset Coated Cover, embody all of the above characteristics. Their performance on press furnish that trouble-free dependability on fine halftone and color work so important in long press runs. You can order both with complete confidence from your Mead Merchant.

MEAD papers

MEAD PAPERS, INC.

SALES OFFICES: Dayton • New York • Chicago
Boston • Philadelphia • Atlanta • Cincinnati
Detroit • Milwaukee • Greensboro, N. C.

A Subsidiary of
THE MEAD CORPORATION DAYTON 2, OHIO

. . . imagination in Paper and Packaging

United Industrial Acquires Control of Krueger Brewing

NEWARK, Nov. 10—Control of G. Krueger Brewing Co. has been acquired by the United Industrial Syndicate, New York holding company, for $1,200,000.

The syndicate has acquired all holdings of Cervessa Corp., headed by John Eisenbeiss, financier, which bought Krueger in 1957 for approximately $1,000,000 (AA, Jan. 21, '57). The syndicate is headed by Harry Lebensfeld, who has been named board chairman of Krueger to succeed Mr. Eisenbeiss. At Mr. Lebensfeld's office he was reported to be out of town, but a secretary said that United Industrial Syndicate is a holding company with interests in a number of companies in the textile, machinery, industrial and mercantile fields.

Heinz M. Glaeske, president and general manager of Krueger, in a letter to employes, said no changes in management and policies are planned. About 80% of the brewery's 250,000 shares of stock, he said, have been transferred from Cervessa to United.

■ The brewer will continue its regular newspaper and spot radio advertising, which is handled by Grey Advertising Agency.

Krueger sells Ambassador and Krueger beer and also imports a German lager called Holsten. Advertising for the latter, which is limited, is handled by Ellington & Co.

The Newark brewer, which has an annual capacity of 850,000 bbls. a year, reported sales in 1958 of 567,000 bbls., compared with 533,000 bbls. in '57. Although no sales figures for 1959 are available, trade sources indicate that sales this year have been running ahead of '58.

Like many other regional brewers, Krueger has been faced with declining profits. Its dollar sales in 1958 were reported at $11,388,000, but it had a deficit of $289,000. In '57 sales were $10,505,000 and the deficit $404,000. #

Kasser Sets $250,000 Push for New Blended Whisky

Kasser Distillers Products Corp. will invest $250,000 for a pre-holiday promotion for its new blended whisky product—Kasser's 51 Gold Label whisky. The November-December campaign will include large space ads in 42 daily newspapers in Pennsylvania and New Jersey, about 1,000 30-sheet posters and illuminated signs in key markets, and pages and half-pages in regional editions of *Pennsylvania Traveller, The Saturday Evening Post* and *TV Guide*.

The new blend, containing six-year-old whisky, will remain in the quart bottle, but will be re-packaged. Wermen & Schorr, Philadelphia, is the agency.

Shaller-Rubin Adds Two

Joan Baker, formerly with Batten, Barton, Durstine & Osborn, and Jack Silverman, formerly with Marwell Advertising, have joined Shaller-Rubin Co., New York, as an assistant account executive and member of the creative staff, respectively.

Beckman Promotes Bishop

Jane Bishop has been appointed supervisor of advertising services of Beckman Instruments Inc., Fullerton, Cal. She formerly was advertising production assistant for Beckman's Helipot division.

McCann Adds British Company

Associated-Rediffusion, one of the major tv program contractors in the United Kingdom, has named McCann-Erickson as its U.S. agency. The company, which grosses about £12,500,000 annually, also will appoint a station representative to sell U.S. advertisers on buying spots in its programs; the name of the rep will be announced later. The appointments, directed toward future long-term business possibilities, follow the lifting of British import controls on most U.S. goods.

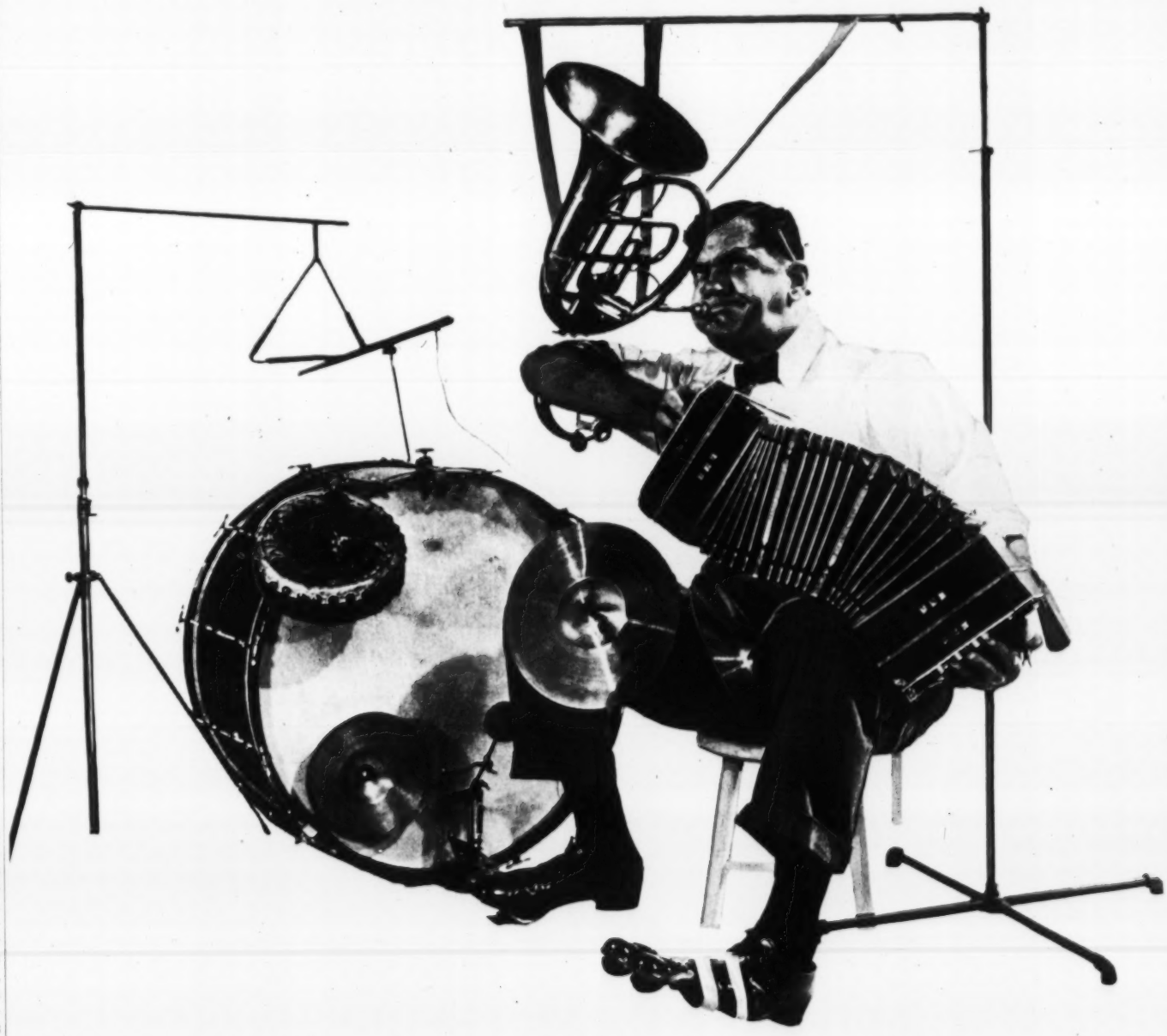
Young Adds Three Stations

WTTV, Indianapolis, and WFAM-TV, Lafayette, Ind., have named Young Television Corp. their national representative. WTTV formerly was handled by Meeker Co.; WFAM-TV formerly was represented by Rambeau, Vance, Hopple. WKIX, Raleigh, N. C., previously handled by Daren F. McGavren Co., has named Adam Young Inc. its national representative.

Tonka Toys Sets TV Push

Tonka Toys Inc., Mound, Minn., will launch an 18-city tv schedule in November in support of its dealers' pre-Christmas sales programs. The tv push will last for four weeks and it is Tonka's first tv campaign. Kerker-Peterson, Minneapolis, is the agency.

Man Alive!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years



TELL HIM HE CAN SELL MORE IN PEORIA

Some markets absorb a lot of drum-beating and horn-blowing – and you still wonder if you've been heard above all the other noise. It's so much easier to sell more in Peoria, where one newspaper virtually reaches all of the booming, buying population. Remember that you can make sweeter cash-register music in some markets than in others...and Peoria is one of them.

PEORIA JOURNAL STAR

O'MARA & ORMSBEE, INC. national representatives
New York • Detroit • Chicago • San Francisco • Los Angeles

David R. Calhoun, Jr., President, St. Louis Union Trust Co., President, St. Louis Civic Progress, Inc., states: "LIFE's 1954 article was not very complimentary, showing St. Louis as ultra-conservative, losing wealth and industry and reluctant to pay for its many civic needs. But consensus was that LIFE had a pretty solid point and did our city a real service, for it helped put into motion forces that brought vast changes in the physical appearance as well as the philosophy of our city. St. Louis '59 has a far different outlook than the one described in 1954. The years since have been stimulating and the results have surprised those people who thought this kind of progress could not happen here."

Shown above, some of the 24 members of St. Louis Civic Progress, Inc., who form the nucleus of a group of leading St. Louisans spearheading the remarkable progress of the St. Louis redevelopment program. Standing, left to right, MORTON D. MAY, HARRY F. HARRINGTON, CLARK R. GAMBLE, W. B. MCMILLAN, MAYOR RAYMOND R. TUCKER, JAMES M. DOUGLAS, VERY REV. PAUL C. REINERT, S. J., RUSSELL E. GARDNER, JR. *Seated, back row,* CLARK HUNGERFORD, J. W. MCAFEE, W. A. MCDONNELL, DONALD DANFORTH, EDWIN M. CLARK, ARTHUR B. BAER, HOWARD F. BAER, CLARENCE M. TURLEY, ALOYS P. KAUFMANN. *Front,* DAVID R. CALHOUN, JR., AUGUST A. BUSCH, JR.

How people respond to LIFE

First-Aid. Thomas A. Dooley, a young St. Louis doctor, was so moved by the plight of thousands of Indo-Chinese refugees that he set up a hospital just 5 miles from the Red China border.

When Dr. Dooley returned to the U.S. to raise money for MEDICO, international medical aid agency he co-founded, LIFE ran his story. The results? "Pandemonium," said his mother, Mrs. Thomas A. Dooley, living at the family home in St. Louis."The phone never stopped ringing; why, I actually lost my voice. We were flooded with letters, cables. It seemed that readers everywhere now knew such dedicated work was going on and wanted to help. Donations came and continue to come —money, pharmaceutical supplies, clothing, soap, even a shipment of lollipops for the children of Laos."

Painter's Progress. "LIFE's article marked one of the major turning points in public acceptance of my work," says Siegfried Reinhardt of Kirkwood, Mo. "It stimulated a vast, unseen audience for my paintings because LIFE lends authority to work it reproduces—has made people aware of what is going on in the difficult and complicated field of art all over the world. It would have taken me years to accomplish what that one article did for me."

Sight-Seers. "25,000 people asked to see our farm, in Affton, Mo., in the year following LIFE's story," says August A. Busch, Jr., Pres., Anheuser-Busch, Inc., shown below with his wife on their daily ride through the 281-acre estate. "This historic site changed from a local to a national showplace; we have purchased 4 special trains to accommodate those who want to see Grant's Farm, and people still tell us they remember the story in LIFE."

Airport City. "The international coverage the St. Louis Airport Terminal got in LIFE helped make it the best-known award-winning project with which we've ever been associated," stated Architects Hellmuth, Obata & Kassabaum. "Since the LIFE story inquiries, visitors, official delegations from all over the world studying airport design continue to arrive in a steady stream."

Reign of Chemistry. "LIFE's photo-essay on the Monsanto Chemical Co. in Creve Coeur, Mo., brought immediate response from our shareowners and friends who were fascinated to see how our diverse products are transformed for consumer uses," says Dr. C. A. Thomas. "Our employees everywhere were proud to see their work, creating changes in America's daily life."

Lights Up. "It is gratifying to see the far-reaching impact of our 'St. Louis—The Strategic Center of America' campaign in LIFE," says Union Electric's President, J. W. McAfee. "It has brought response from civic-minded business leaders, interested teen-agers, our out-of-town stockholders and important industrialists—all intrigued with the good things happening in St. Louis."

in and around ST. LOUIS

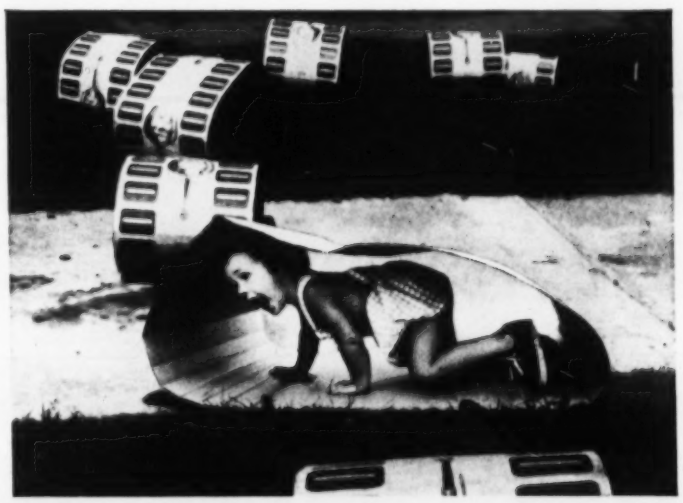
Mayor
Raymond R. Tucker

"In 1954, LIFE did a pictorial treatment of St. Louis which emphasized the need for a civic reawakening for the effective treatment of the problems of a modern city. LIFE's article, widely discussed by St. Louisans, helped them understand the problems of their city and confirmed in many the need for action. In 1955, all of our citizens joined in a common effort, overwhelmingly passed a $110,000,000 bond issue for capital improvements. Other steps have been taken and will continue to be taken."

The response of civic-minded St. Louisans to this story is only one instance of LIFE's power to stir great numbers of people to action.

On these pages you'll see several other ways in which the 32,000,000 readers of an average issue respond to LIFE. They constitute a force which can successfully move your products week after week.

LIFE Time & Life Building, New York 20, New York



Small Tanks. "Life hasn't been the same since the LIFE story on Crawltrak," says Leo V. Jacobson, inventor of the crawling combat toy. "Letters came from salesmen, distributors anxious to sell our product; actual orders came in by the score. Our national distributor's sales tripled over that preceding week and the end is not in sight."

Dining Boom. Says Mrs. Philip S. Kilpatrick, Manager of the Old Barn Inn in St. Albans, Mo., "Our reservations increased at least 17% after the LIFE Inns article in which we were just mentioned! Hardly a day goes by that some new visitor doesn't tell us 'We wanted to visit The Old Barn Inn because we read about it in LIFE'."

Business Tradition. Carl F. G. Meyer, Pres. of the hundred-year-old Meyer Bros. Drug Co., says, "The LIFE story about St. Louis, in which my family and I appear, started a flow of mail from California to Maine. Letters from friends delighted my family and congratulations from suppliers and customers gratified our company."

"Mr. Zoo." "LIFE gave me that title back in '51 and it stayed with me," says George Vierheller, Director, St. Louis Zoo. "LIFE's coverage of animals—the recent series on Darwin is a good example—has made people of all ages more curious. They flock here from all over the U.S. to see our unique specimens."

which metropolitan area in California ranks third in gas station sales?

$68,608,000 is gas station sales. This metropolitan area ranks third in California in gas station sales!

People drive a lot in America's largest county, San Bernardino. And San Bernardino and Riverside counties comprise California's 4th, the Pacific Coast's 6th, and the Nation's 27th largest metropolitan area. San Bernardino county accounts for $166,038,000 in automotive and gas station sales, 61% of the metropolitan area's total. $97,430,000 is in automotive sales and

Ask your Cresmer and Woodward representative for our new and valuable market study, "How Deep Is Your Penetration In Southern California, Particularly In Its Third Largest Market?" or write, wire or telephone

SAN BERNARDINO SUN AND TELEGRAM SAN BERNARDINO, CALIFORNIA

Avisco Ties in with Chrysler

American Viscose Corp. is putting up fashion displays to tie in with the 1960 Valiant and Plymouth models of Chrysler Corp. The displays, featuring garments made of Avisco fibers, will be put up in 27 air, rail and bus terminals in 15 cities. Colors will match the automobile models. Arndt, Preston, Chapin, Lamb & Keen is handling for Avisco.

Roman Agency Adds Three

Security-Mutual Bank & Trust Co., National Home Owners Club and Wellston Chamber of Commerce, all of St. Louis, have named Roman Advertising Co., St. Louis, as their agency.

Knife Company Names Lando

American Shear Knife Co., Homestead, Pa., has named Lando Advertising Agency, Pittsburgh, to handle its advertising and public relations.

Salesmen Need to Be Trained to Sell Quality: Truesdell

CHICAGO, Nov. 10—Sales training is the key to educating retail salesmen on the importance of selling the consumer on quality rather than price, asserted Leonard C. Truesdell, exec vp of Zenith Radio Corp., in addressing the Agate Club, magazine representatives' association, yesterday.

The dynamic tv-radio executive said that conditions at the retail level of salesmanship in practically all industries are appallingly bad, and that to get away from "bargain basement" merchandising, salesmen must be educated to a better way of presenting products to customers.

"We have had as many as 3,000 sales meetings a year," he said, "providing the best possible training for both our 500 distributors' salesmen and those of our dealers. One sales training session can't do the job—it takes constant effort."

■ Mr. Truesdell said that as the result of Zenith's success in selling quality, which has enabled it to move up to first place in sales and profits in the industry, other manufacturers are adopting similar policies, to the benefit of the whole industry. The $99 tv set, which he described as "schlock," is no longer getting the big play. Zenith, he added, has had unit sales much higher than average by featuring console models, and its share of market has been growing.

In discussing the sales problems of other industries, the speaker told of recently having bought a station wagon, after calling on 13 dealers. In each case, he said, the salesman said nothing at all about the values of his product, but only talked about the "hot deal" he was able to offer the customer.

■ Mr. Truesdell said that Zenith builds a quality image by heavy advertising in magazines and other national media, and that the cut-price advertising and salesmanship at the retail level makes it difficult to maintain that image in the mind of the customer.

In answer to questions from the floor, he expressed the opinion that fair trade won't solve the problem, unless all manufacturers in an industry adopt it. He also said that color television is not growing rapidly enough to supply a market for more than one manufacturer, although Zenith has millions invested in color tv development and hopes later to get into color set manufacture.

"I spend 35% of my time on product development," he said, "working with the head of that department. Few executives at the top level do this—but I believe that developing more attractive products for the consumer is the first step toward selling quality rather than price." #

Self-Sticking Outdoor Displays that **LAST LONGER...SELL STRONGER**

kleen-stik Pressure-Sensitive VINYL-STIK®

NEWEST KLEEN-STIK "miracle" material makes possible attractive, economical displays for every outdoor application. Made of tough, flexible vinyl plastic film, it is impervious to water, heat, sun, salt, acids, and most oils and grease. Easy to print by any process — letterpress, offset, or silk screen. Best of all, it's backed with *extra-strong* Kleen-Stik adhesive to stick *tighter and longer* on practically any surface.

Ideal for:

Truck Signs • Taxicab Insignia • Bumper Strips • Gas Pump Stickers • Wall Posters • Product Nameplates • Automobile Emblems • Instruction Labels . . . and many more uses.

Write for information and samples of the industry's most complete line of pressure-sensitive products.

When merchandising plans call for outdoor signs, call for *Kleen-Stik VINYL STIK!*

kleen-stik® PRODUCTS, INC.

7300 W. Wilson Ave. • Chicago 31, Ill.
Plants in Chicago, Newark, Los Angeles, and Toronto, Canada

1934-1959...25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP!

HAVE YOU READ

The latest data on the Vermont market? In capsule form: $591 million consumer spending income; $456 million total retail sales; $114 million food sales; $10 million drug sales. Reach the market with one order, one bill, one buy. For details, write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

How To Get More Customers in the Electronic Original Equipment Market

(One of a Series)

Tell your story to more people. Tell your story to the right people—electronic design engineers. Tell them how your product works, where they can use it, how it will help them. Give them the data they need to specify. How? Through your advertising. Advertising that sells. Where? In the magazine that is read by the same people you're trying to reach. In the magazine that reaches the same market you're trying to sell. The magazine? ELECTRONIC DESIGN.

More than a magazine
. . . a selling force.

TOPEKA has 1 TV Station...

WIBW-TV is it

WIBW-TV SATURATES TOPEKA

and provides the ONLY good signal in a 100,000 TV HOME AREA!

Serving All Day...Any Day...a total of 226,850 TV homes in 38 rich Kansas counties.

Survey-Proved WIBW-TV TOPS ALL COMPETITION.

WIBW-TV — CBS, NBC, ABC — Channel 13 — TOPEKA, KANSAS

(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

SPLIT RUN—*Seabrook Farms is using unusual 800-line newspaper ads like this with the art split by editorial-style copy during October and November in New York, Chicago, Los Angeles and San Francisco. Smith/Greenland Co. is the agency.*

Even the busiest housewife can now serve Asparagus Hollandaise!
FOOD MIRACLE FREES WIFE DELIGHTS MATE
Seabrook Farms
Now! Save 5¢ On Seabrook Farms Vegetable Dishes

Announcing..the latest addition to our family of quality products

MEYERCORD DRI-MARK FILMS

DRI-MARK . . . is Meyercord's newly perfected, custom-processed line of PRESSURE SENSITIVE signs and trade marks developed specifically for the requirements of durable Truck Signs, Window Signs, Nameplates, and Product Markings for indoor and outdoor use on both light and heavy equipment.

These startling new films include:

DRI-MARK DECAL

DRI-MARK VINYL

DRI-MARK MIRRO-CAL
Chrome-bright mirrorized film (1 mil and 3 mil)

DRI-MARK CLEAR MYLAR*
* A DuPont polyester film (1 mil and 3 mil)

DRI-MARK MIRRO-CAL VM
A mirrorized vinyl Mylar* laminate

DRI-MARK OUTDOOR PAPER

These high tensile strength PRESSURE SENSITIVE films and laminates give the greatest possible latitude and flexibility to the Meyercord line of products, adaptable to all of your sign needs.

DRI-MARK Decals are processed with Meyercord's own exclusive PRESSURE SENSITIVE adhesive—another development of the firm that for 64 years has maintained the world's undisputed leadership in development and manufacture of Decal products.

Meyercord's in-plant Research, Art, Production and Service facilities assure the most careful processing and quality control.

Remember, when it's DRI-MARK it's MEYERCORD!

with MEYERCORD COLORGARD 70

Now . . . all Meyercord DRI-MARK films are protected by COLORGARD 70...
Meyercord's exclusive laboratory-developed and perfected clear top coat—the toughest, most durable coat yet produced for the Decal and transferable film industry. Thoroughly tested! Two years in actual use!

Whatever your sign needs, you owe it to yourself to investigate Meyercord's complete line of products. Our factory trained representatives will be glad to assist you in the proper selection of markings for any particular requirement.

the MEYERCORD co.
World's Leading Designers and Manufacturers of Decalcomania
Dept. V-201, 5323 West Lake Street, Chicago 44, Illinois

CHECK AND MAIL COUPON
. . . with company letterhead, please

THE MEYERCORD CO.
Dept. V-201, 5323 West Lake Street, Chicago 44, Illinois
We are interested in the following: (please check)
☐ Point-of-Sale signs ☐ Nameplates and product markings
☐ Truck signs and lettering ☐ (others)_____
Name_____
Firm Name_____
Address_____
City_____ Zone_____ State_____

85 Attend AA Agency Seminar on Operations

(*See picture on Page* 96)

CHICAGO, Nov. 10—Agency heads, treasurers and other financial and business executives of agencies in 21 states and Canada attended the Seminar on Successful Advertising Agency Management sponsored by ADVERTISING AGE here last Friday and Saturday.

A total of 85 representatives participated in the two-day workshop sessions conducted by Ira W. Rubel, CPA and management consultant specializing in advertising agency operations.

The workshop discussed such topics as forecasting of billing and income; forecasting costs and expenses; analyzing income and costs of individual accounts; incentives and executive security; agency services and charges; agency ownership; and problems of mergers.

▪ In addition, all participants worked out a special problem in agency management in small group sessions.

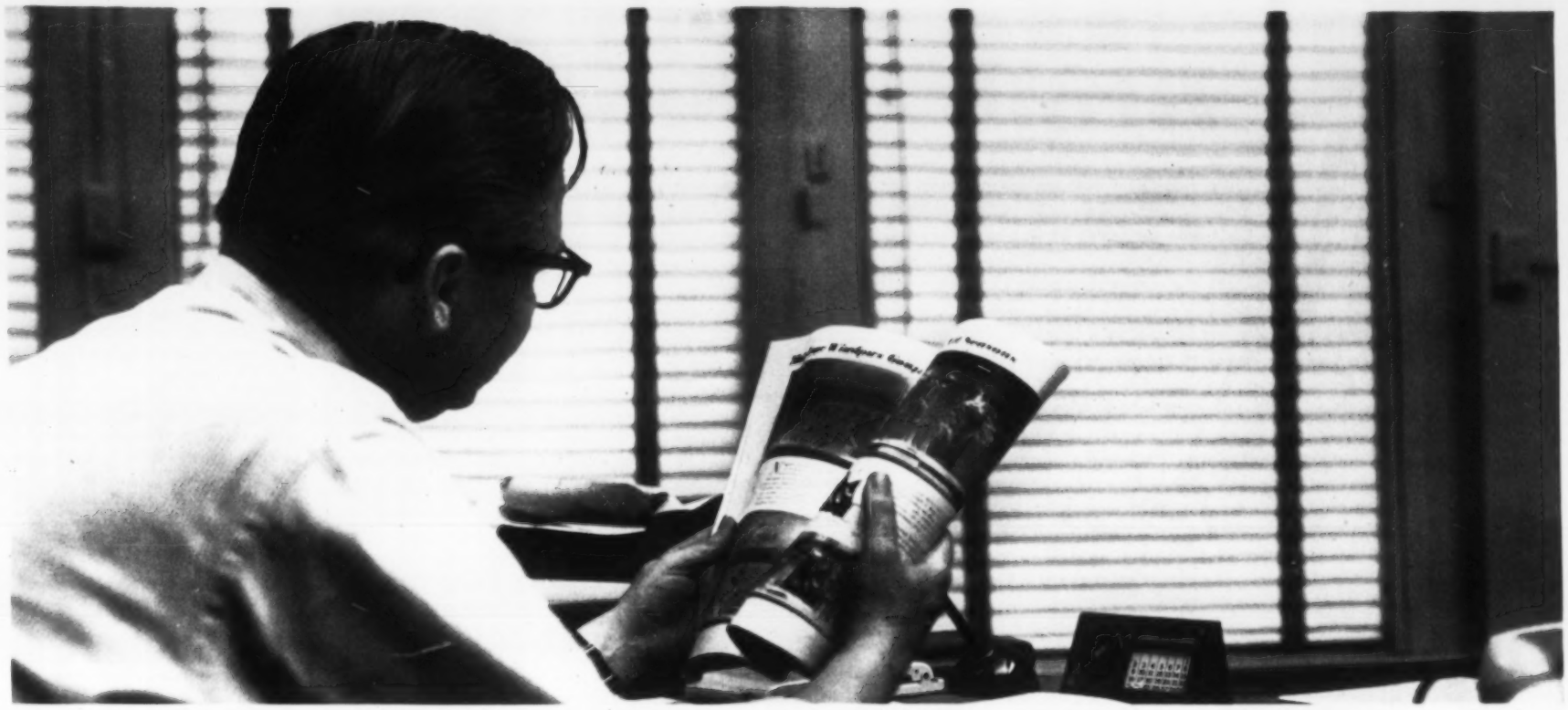
The faculty for the workshop, in addition to Mr. Rubel, included Michael J. Rich of the Rubel organization; Gustave Simons of Simons & Cuddihy law firm, New York; Norman Best, vp and general manager, Campbell-Mithun, Minneapolis; Carroll Cheverie, treasurer, Clinton E. Frank Inc., Chicago; Herbert Gardner Jr., secretary-treasurer, Gardner Advertising Co., St. Louis; and Ernest Stern, treasurer, Edward H. Weiss & Co., Chicago. #

Long Vineis White Bows

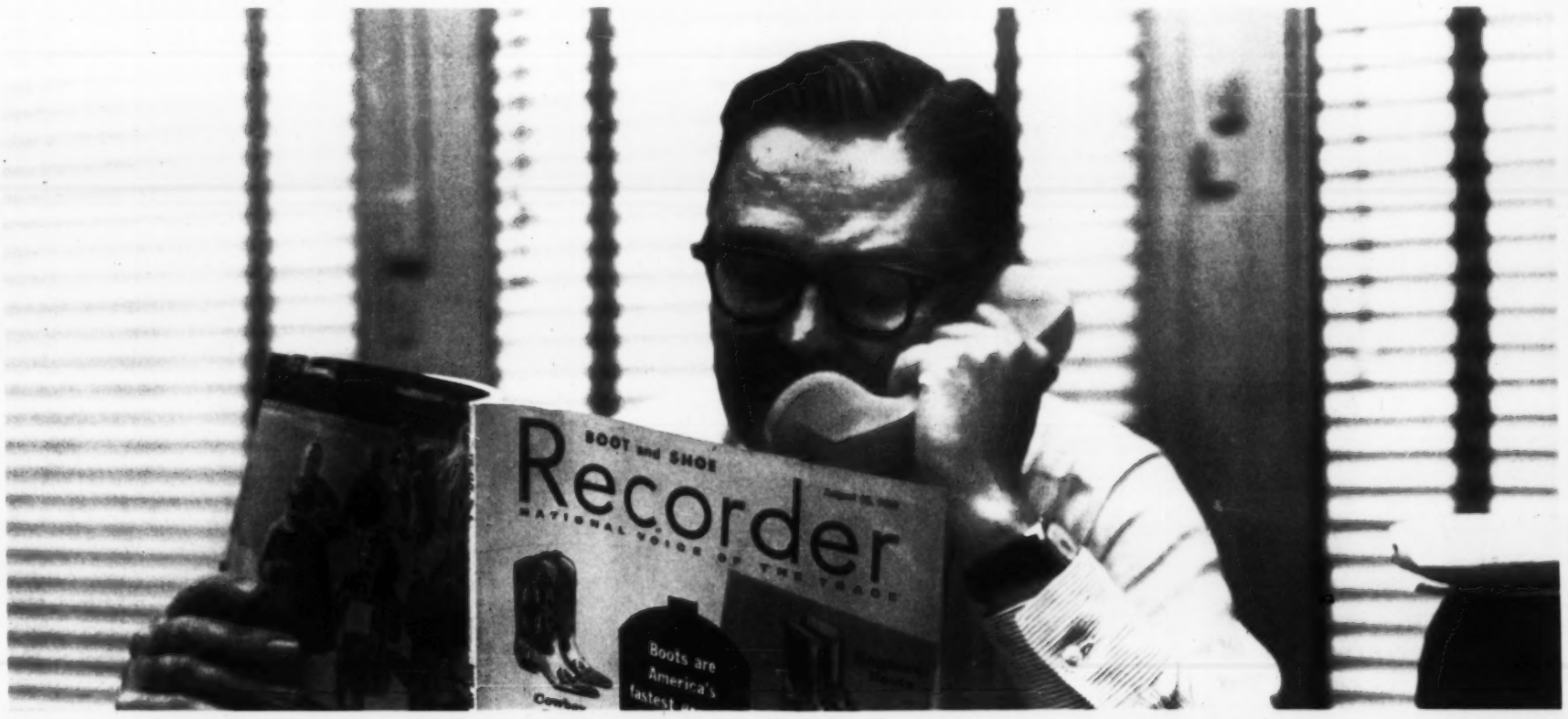
Long Vineis White Inc., an agency specializing in the ethical drug field, has been established in Morristown, N. J. The principals are Gerald L. Long, formerly ad director of Mead Johnson & Co.; Norman D. Vineis, formerly head of his own art studio, Norman Associates, and Dr. Joseph M. White, formerly medical director of the Warner-Chilcott division of Warner-Lambert Pharmaceutical Co. Mr. Long reported that the agency is working for five clients; he declined to identify them.

Shaffer Gets Food Account

Famous Frozen Foods, a new Chicago food company, has named Shaffer, Lazarus & LaShay, Chicago, to handle its advertising and public relations. The company plans to use magazines, supplements, radio and tv, and is expected to bill about $250,000 the first year.



THE ONE THAT TELLS 'EM . . .



. . . IS THE ONE THAT SELLS 'EM

It's his finger on the pulse . . . his ear to the ground . . . his eye on the facts . . . it's the Boot and Shoe RECORDER, a prime source of *operating* information for the "man that matters" in your market. His decisions influence buying . . . the RECORDER influences him. He doesn't just read it — he depends on it for significant coverage of the industry, available nowhere else. The Recorder delivers readership leadership — and delivers it in the mood to be told.

READERSHIP — Leads its nearest competitor by 94% according to National Analysts, Inc. survey, which shows average of 3 readers per copy.

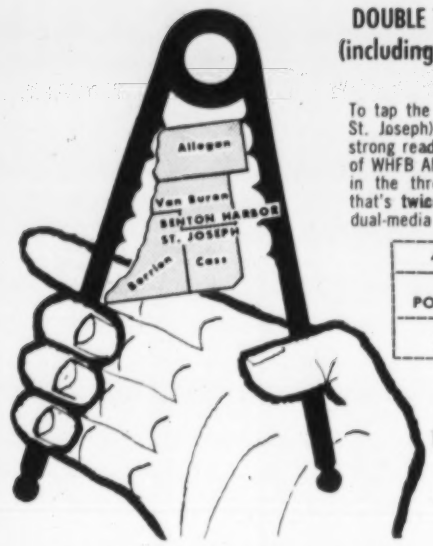
VITALITY — 43,000 reprint requests in ten months — and the highest subscription renewal rate in the trade — 74.74%.

IMPRESSION — Exposure time for each issue is longer by months than any competitive publication.

IMPACT — Superior quality and clarity of reproduction plus full color availability, provide maximum visual power.

If you missed any of these significant articles — send for reprints to Boot & Shoe Recorder, Philadelphia 39, Pa.

BOOT and SHOE
Recorder
A CHILTON PUBLICATION



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach**, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

Jantzen Budgets $1,500,000, Sees Sum Double by '64

More Teens, Outdoor Living, Leisure, Pools Will Zoom Sales: Citron

LOS ANGELES, Nov. 10—The advertising budgets of sportswear and swimsuit manufacturers will double within five years, Alvin Citron, sales promotion manager of Jantzen, predicted here yesterday.

Jantzen, he thinks, will be spending close to $3,000,000 for advertising and sales promotion by 1964 or 1965, as compared to this year's budget of $1,500,000, which, he said, sets an alltime record for a swimwear manufacturer.

Mr. Citron gave these figures at a press conference following a luncheon of the Advertising Club of Los Angeles at which he was the speaker. At the lunch he reviewed the development of Jantzen's recently announced "smile" campaign, with the theme, "Just wear a smile and a Jantzen."

He gave three reasons for expecting sharp increases in swim and sports wear budgets:

- The youth market, which it is estimated will increase to 24,000,000 teen agers in the U. S. by 1965, as compared to 17,000,000 today.
- Shorter work weeks, which give people more leisure time to spend outdoors.
- Increasing interest in outdoor activities, which is marked by the growth of such sports as boating and skin diving, and the number of privately owned pools.
- This optimistic view of the future is based, Mr. Citron said, on Jantzen's own experience of increasing its sales from $9,500,000 in 1946, to $62,500,000 this year.

Newspapers and magazines will continue to be the backbone of advertising in this field, but television will become important too, he thinks. Jantzen does not now use television, but probably will as budgets increase, he said, adding, "It is an ideal means of showing swimsuits or sportswear attractively in realistic, animated settings." The foundation industry has proved this, he noted.

One result of the use of television will be an increased emphasis on styling, in his opinion. "Saturated with information about new lines, the public will insist on continuous fresh and novel styling," he said. #

Charles of Ritz Acquires Venus Pen & Pencil

Charles of the Ritz Inc., cosmetic manufacturer, has acquired 100% of the closely held stock of Venus Pen & Pencil Corp. Present Venus management and policies will be continued, and there are "no plans to make any changes in the agency setup." Rockmore Co. handles advertising for Ritz and the two cosmetic lines, Alexandra de Markoff and Anatole Robbins, which Ritz has acquired in the past five years. Doyle Dane Bernbach Inc. is the Venus agency.

GF Names Two to New Posts

General Foods Corp., White Plains, N.Y., has created two new corporate packaging positions. William D. Enzie, former manager of package design and development of GF's Birds Eye division, has been named material services director, and Theodore J. Holmgren, package design specialist, formerly with Donald Deskey Corp., has joined GF as design services director.

SECOND IN A SERIES: THE DSC STORY

a **program** that's building

760,000 homes a year

Dealer Sales Control: New Dimension in the Building Market

dsc

A program at work the past 14 years is building 760,000 homes a year. That program is DSC—Dealer Sales Control. DSC was created by American Lumberman and Building Products Merchandiser to help the lumber and building materials dealer realize his fullest potential as a dominant buying and selling influence in the building materials market and as a principal market factor in home building and home improvements. DSC has succeeded. The achievement of dealers practicing Dealer Sales Control in home building is a good example. DSC dealers today control 55% of the home building market. They build 175,000 homes a year. Through financing builders, they control the building of, and sell materials for, 585,000 additional homes. To further their stake in home building, DSC dealers are also buying and developing land; more and more are fabricating home components and complete "packaged" homes. Details are available on DSC, the superior dealer audience it has created, and what this superiority means in the new market.

American Lumberman
and Building Products Merchandiser
THE MAGAZINE SHAPING THE NEW BUILDING MARKET

KNOWLEDGEABLE AD EXECUTIVES

Buy the $591 million Vermont market with the six-paper group that reaches buyers in the area where 93.9% of the income is located. For details write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

THE FARMER-STOCKMAN LEADS

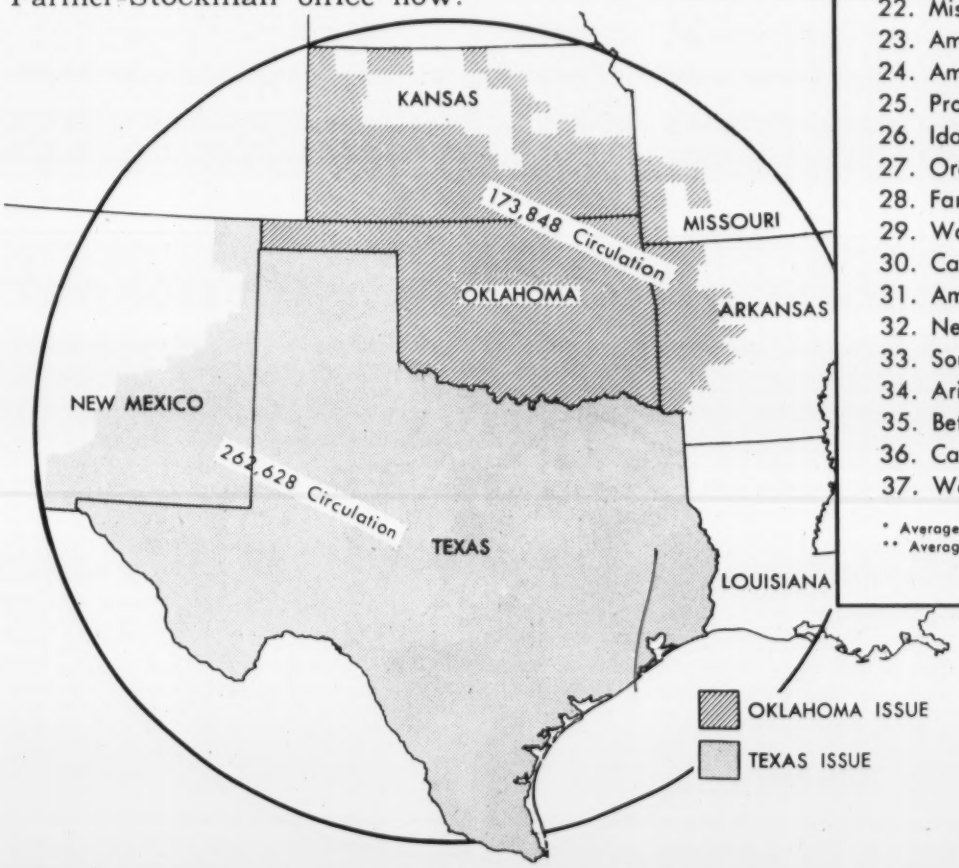
In Advertising Gain!

WITH 62% ADVERTISING GAIN, the Farmer-Stockman *leads* all other farm publications by the *wide margin* shown at right.

DURING THE PAST YEAR the Farmer-Stockman has effected *many* improvements such as a change of format to the state farm paper size . . . *a change in issue date* to conform with other state farm papers . . . *shortened closing date* to two weeks prior to issue date . . . and printing by *direct process* without need of engravings from advertisers.

THE FARMER-STOCKMAN LEADERSHIP in advertising is matched by its leadership in *depth of readership* . . . reader *confidence* . . . and vigorous *response*. This outstanding reader activity is given even more sales effectiveness through the Farmer-Stockman's local advertising flexibility and merchandising services. All this means the most productive impact for advertising in this rich, Southwest farm market where *business is good!*

FOR SPACE RESERVATIONS or additional information, write, wire or phone your nearest Farmer-Stockman office now.



COMMERCIAL LINEAGE IN FARM PUBLICATIONS

First Nine Months—1959 Compared to 1958

1.	**THE FARMER-STOCKMAN**	**up 62%***
2.	National Livestock Producer	up 30%
3.	Colorado Rancher & Farmer	up 23%
4.	Ohio Farmer	up 18%
5.	Rural New Yorker	up 15%*
6.	Michigan Farmer	up 14%
7.	Pennsylvania Farmer	up 12%
8.	Wallace's Farmer	up 12%
9.	Wisconsin Agriculturist	up 11%
10.	Successful Farming	up 10%
11.	Dakota Farmer	up 9%
12.	Hoard's Dairyman	up 9%
13.	Poultry Tribune	up 8%**
14.	Prairie Farmer	up 8%*
15.	Farm Journal	up 7%***
16.	Nebraska Farmer	up 7%
17.	Kansas Farmer	up 6%
18.	The Farmer	up 4%
19.	Montana Farmer-Stockman	up 1%
20.	Utah Farmer	up 1%
21.	Kentucky Farmer	even
22.	Missouri Ruralist	even
23.	American Agriculturist	down 2%*
24.	American Fruit Grower	down 2%
25.	Progressive Farmer	down 3%**
26.	Idaho Farmer	down 4%
27.	Oregon Farmer	down 5%
28.	Farm & Ranch	down 7%*
29.	Washington Farmer	down 8%
30.	California Farmer	down 9%*
31.	American Poultry Journal	down 10%****
32.	New England Homestead	down 10%
33.	Southern Planter	down 12%*
34.	Arizona Farmer-Ranchman	down 13%
35.	Better Farming Methods	down 14%
36.	Capper's Farmer	down 23%
37.	Western Farm Life	down 33%*

* Average of two editions
** Average of five editions
*** Average of four editions
**** Average of six editions

SOURCE: Farm Publication Reports, Inc.

436,476 Total Paid Subscribers

The Farmer-Stockman

OKLAHOMA CITY • DALLAS

Director of Advertising, J. H. Hunter

SALES OFFICES:

CHICAGO 11, SUperior 7-6145
400 N. Michigan Avenue
Lee Hainline, Mgr.

NEW YORK 17, MUrray Hill 4-3340
420 Lexington Avenue
Joe Paulsen, Mgr.

OKLAHOMA CITY 1, CEntral 2-3311
500 N. Broadway
Bill Pullen, Mgr.

DALLAS 5, LAkeside 1-3121
4321 N. Central Expressway
Alex McCommas, Jr., Mgr.

"We have a hard-hitting campaign and a best-selling magazine. I'd say we have a winner."

IMPORTANT ADVERTISERS USE TV GUIDE FOR IMPORTANT ADVERTISING

General Mills: 8-page gatefold insert combined tear-out recipe folder and store-redemption coupons for Betty Crocker Cake Mixes, plus audience promotion for General Mills TV shows. Here was a print spectacular—a true creative use of TV GUIDE exploiting the interests of its readers, its tremendous sale in food stores, and its regional-edition flexibility.

Southern Comfort: "TV GUIDE has outpulled the other two magazines 5 to 1" in requests from a buried offer of a Southern Comfort recipe booklet. Requests still coming in 2½ months following appearance of the ad. Next step: Southern Comfort ran a 12-page recipe insert in the October 24 issue of TV GUIDE.

Campbell Soup: TV GUIDE now offers full color in its West Coast combination (circulation 1,200,000). Here are ideal impact and coverage for regional marketing requirements, including those of national advertisers. Campbell Soup's Swanson Products Group, for example, is running a major schedule of 4-color pages.

Corning Glass: "Rather astounding response. Letters and cards pouring in at a rate far and beyond anything experienced in other media during the last eight years." This from a non-couponed ad promoting interest in the Corning Glass Center. "You may be assured that TV GUIDE will be in our plans for the future."

Bauer & Black: Regional 4-page insert that included an actual Curad Bandage points up TV GUIDE's strong appeal for food and drug sellers. With two-thirds of its record single-copy sale made in food and drug outlets, TV GUIDE provides concentrated coverage, on a national, regional or local basis, for demonstrating or sampling products distributed through these channels.

TV GUIDE

Circulation guarantee now 7,250,000

U.S. Consumer Is Becoming More 'Mature': Outcalt

Volkswagen Exec Says Wiser Consumers Cause Switch to Import Cars

COLUMBUS, O., Nov. 10—"The maturing of the American consumer is perhaps the most significant development of this decade," according to an official for Volkswagen, the auto which has set the pace in the growing U. S. foreign car market.

This "miracle in the marketplace" was brought about by the tremendous growth of mass communications, said Alvin W. Outcalt, sales promotion manager of Volkswagen of America, Englewood Cliffs, N. J. "The consumer has read more, seen more, heard more and learned more than in any comparable period in our country's history."

He told the Advertising Club of Columbus last week that consumers are more demanding, and insist on fair value more than bargains. "This, I think, is one of the reasons that Americans took imported cars to their hearts," he said. "The most popular imports quickly earned a reputation for superior craftsmanship, better materials, more rigid quality control standards than American cars."

■ Mr. Outcalt said the new U. S. compact cars and foreign cars are symbols, reflecting "the rapidly increasing awareness among more and more consumers that, after all, an automobile is still primarily transportation."

The introduction of the U. S. small cars has helped, rather than hurt, Volkswagen sales by widening the market, he reported.

"New orders for Volkswagens, placed during and immediately after the introduction of the new compact cars, increased 20% to 30% over the average rate of new orders during the preceding three months," he told the group. #

Bureau of Advertising Publishes 'Bureau Roster'

The Bureau of Advertising, American Newspaper Publishers Assn., New York, has published a newly-revised edition of its "Bureau Roster," which lists its 1,046 members with representation from all 50 states, plus District of Columbia, Canada, Bermuda, the Philippine Republic and Puerto Rico. Also listed in the roster are the 40 associate members—publishers' representatives and supplements.

Copies of the "Bureau Roster" are available from the Bureau of Advertising, American Newspaper Publishers Assn., 485 Lexington Ave., New York, or from any of its other offices in Chicago, Detroit, Los Angeles and San Francisco.

Hough Joins American Machine

Gordon L. Hough, formerly public relations executive with Creole Petroleum Corp., has joined American Machine & Foundry Co.'s international group as public relations director. AMF's international group maintains 10 sales offices and five manufacturing plants overseas.

United Boosts Frank Daniels

Frank Daniels, advertising artist for United Air Lines, has been appointed manager of the company's direct mail and printed material advertising program. Mr. Daniels joined United's advertising department in 1956.

'St. Petersburg Independent' Buys Mississippi Daily

The *Leader-Call*, Laurel, Miss., an afternoon daily with a circulation of about 12,000, has been purchased by Independent Inc., publisher of the *St. Petersburg Independent*, and affiliate of Thomson Newspapers Ltd., Toronto. Purchase of the *Leader-Call*, for an undisclosed price, marks the second daily acquisition by the *Independent* in less than three months and further expansion of the publishing company out of South Florida, where it owns five weeklies. In August, the *Independent* acquired majority stock in the *Progress-Index*, Petersburg, Va.

Thomson Newspapers publishes more than 30 newspapers in the U.S. and Canada and owns the largest group of newspapers in Great Britain.

SWINGLES. CUSTOM MADE ONLY $58 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
201 W. 49 St., N.Y. 19, N.Y. PLaza 7-5730

You Miss 1,300,000 Potential Buyers Without ROUNSAVILLE RADIO

You have to aim right or you miss the buying power of more than 1,300,000 Negroes who live in the Rounsaville Radio coverage area . . . consumers with $824,000,000 to spend—*AFTER* taxes! This enormous consumer potential can influence the national sales picture of *any* product. And NEGRO RADIO, and ONLY Negro Radio, can reach them. It's a fact: Over 95% of all Negroes listen to radio! Negroes have faith in and buy the products they hear about on their radio—NEGRO RADIO. Rounsaville Radio is patterned to Negro tastes . . . Any budget you make for these six important markets . . . any media you use . . . a proper part of your advertising dollar *must* go to Rounsaville Radio, or you miss this market! Get the facts on Rounsaville Radio—all six stations are Number-One Rated by *BOTH* Pulse and Hooper. Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today.

Personal Letter

Everyone in the world appreciates recognition. Certainly the people to whom we program, the American Negro, is no exception to this rule. That is why we, at Rounsaville Radio, program exclusively for the Negro with Negro talent. Our continued success at Rounsaville Radio is based on this knowledge and how we use it. We play the music he likes, feature news of interest to the Negro community, and highlight his achievements. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and the *largest* broadcasters in our chosen field.

HAROLD F. WALKER
V. P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts— Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

ROUNSAVILLE RADIO

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

CATCH THEM IN THE ACT

What do 12,000,000 men and women look for in American Home? They look for ways to give a better party, ways to build a better house, ways to plant a better garden, ways to make a better basement family room, ways to live a better life. They look for you in American Home. This is the magazine for people who are on the buy—and for home products advertisers who want to sell by the millions.

CATCH THEM IN AMERICAN HOME

A CURTIS MAGAZINE READ BY 3,600,000 FAMILIES WITH A CONSUMING INTEREST IN THE HOME

Portland Maine
the launching pad of product testing

Portland Maine Newspapers
PRESS HERALD EVENING EXPRESS
SUNDAY TELEGRAM
94% coverage of ABC retail zone
100% coverage of city zone
represented by Julius Mathews Special Agency

I 6 2

FIRST in the United States among cities under 150,000 population.

SIXTH in the United States among ideal testing cities regardless of population.

SECOND of all testing cities in New England regardless of size.

source: Sales Management

FANCY—*General Mills will offer this "Betty Crocker's Frankly Fancy Foods" recipe book to consumers sending in certificate enclosed in special holiday sacks of Gold Medal flour. Color pages featuring the book will run in December issues of Better Homes & Gardens, Ebony, Family Weekly, Good Housekeeping, Parade, Sunset Magazine, This Week Magazine, True Story and independent Sunday supplements.*

THE DIFFERENCE
BETWEEN
GOOD AND GREAT IN
MINNEAPOLIS–ST. PAUL
TELEVISION IS... WCCO 4

Just wishing never made sales . . . especially in the highly competitive Twin City market. With four aggressive television stations serving this market . . . ONLY ONE can offer DOMINANCE, COVERAGE, SERVICE and ACCEPTANCE. Give yourself the break you deserve—WCCO TELEVISION—where wishes become realities.*

*Nielsen Coverage Study Number 3 Represented by Peters, Griffin, Woodward, Inc.

Trade Paper Top Info Source for Appliance Dealers, 'HFD' Finds

NEW YORK, Nov. 10—Retailers who specialize in major appliances, radio and television consider merchandising publications to be their most valuable source of business information.

Merchandising papers provide "first information on competing lines, price changes and new product introductions," which gives them the edge over suppliers' salesmen, general business news weeklies and suppliers' bulletins as sources of information for dealers.

These are some of the findings of a new survey made for *Home Furnishings Daily*, a Fairchild publication, by the A. J. Wood Research Corp.

However, the survey found that dealers regard suppliers' salesmen as the best source of information on local conditions and individual dealer problems.

The survey was national in scope and involved personal in-store interviewing with a total of 592 appliance dealers in 58 markets.

Other findings of the study show that in the major appliance, radio and television field, the average trade publication is read by 2.9 persons per copy. Reading time per copy ranges from an average of 35 minutes for a daily publication to slightly over an hour per copy for a monthly. Retail appliance dealers spend an average of between 25 to 45 minutes on their local daily newspaper. #

'Inquirer' Appoints Two

Fred H. Stapleford, formerly promotion director of *TV Guide*, has been named business manager of the *Philadelphia Inquirer*. Meanwhile, Morris J. Schiffman, for the past three years circulation manager of the *Philadelphia Daily News*, has joined the *Inquirer* as assistant to the general manager for circulation.

Layman to New Lear Ad Post

Daniel W. Layman Jr., formerly ad director of Lear Inc., Los Angeles, aircraft and missile controls manufacturer, has been named to the new post of director of advertising and pr for Lear. Mr. Layman at one time was a vp of Foote, Cone & Belding.

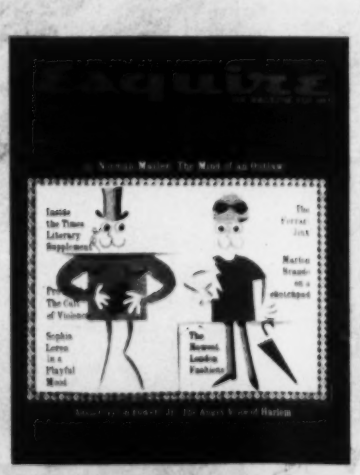
...and, night after night, the Herald-Express soars into more homes than any other evening newspaper in the West. Better make sure your advertising message goes along!

Largest evening circulation in the West's biggest and best market!
Represented nationally by Moloney, Regan & Schmitt, Inc.

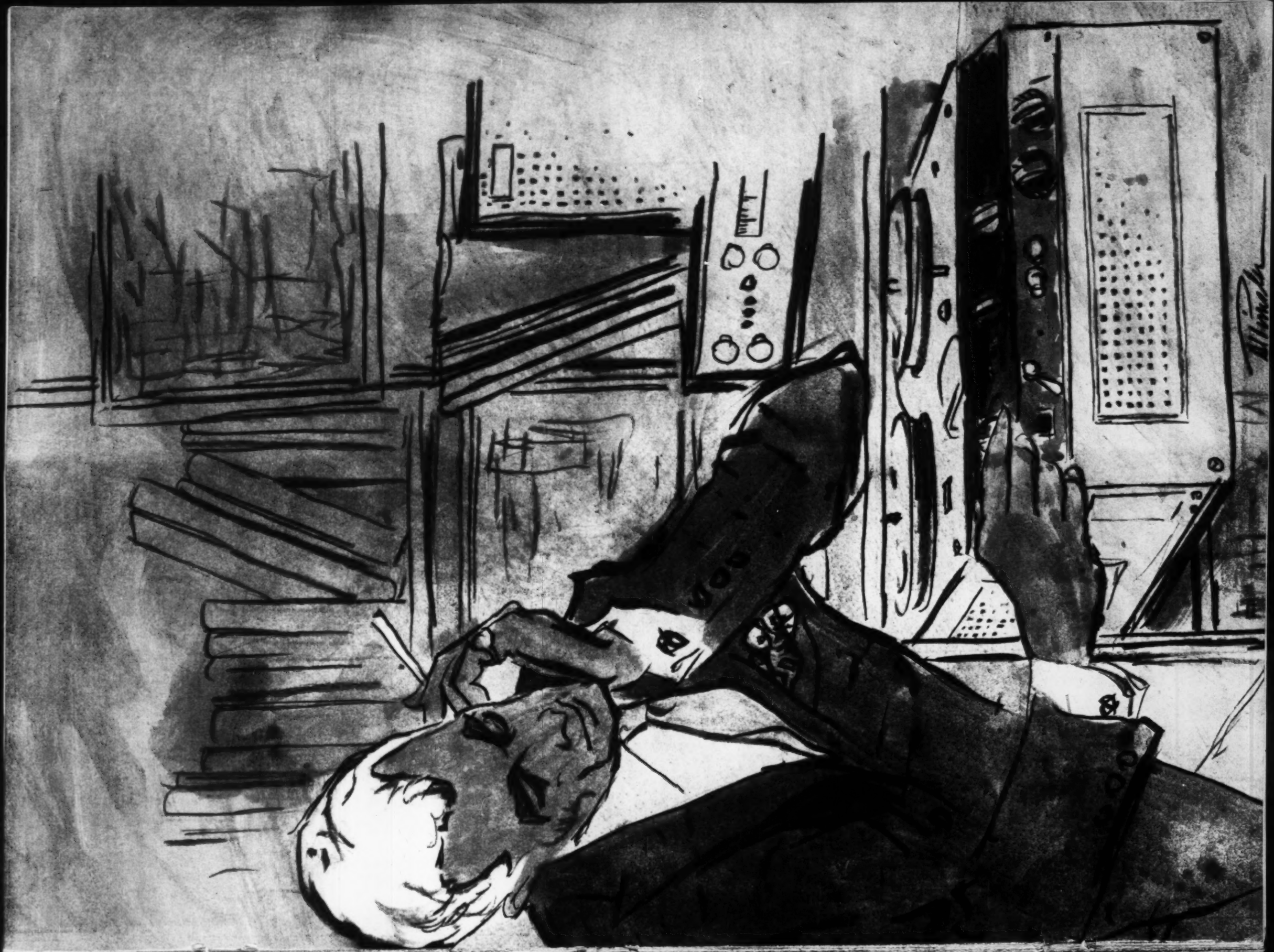
LOS ANGELES HERALD-EXPRESS

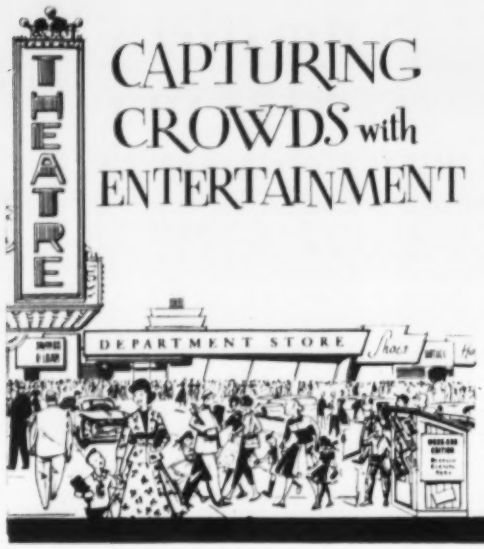
ALL HE WANTS IS EVERYTHING (IS ALL)

Some men ponder and ponder... and finally ask for a bathrobe. But others, when asked what they want for a present, have more decided opinions. They'll call for the *new* shoe polisher that runs on electricity—or the *new* shaver that's powered by batteries. The complex *new* monaural-stereo AM-FM tuner that the home engineer can put together himself—or the simple *new* camera that doesn't even need to be focused. As many a woman must know, a man with a mind of his own is easier to buy something for. And as many an *advertiser* knows, he's easier to sell something to. He's an individual who's taken a measure on life and found out how big it can be. He has the imagination to grasp new ideas—new products—and the wherewithal to turn them to his own advantage. *This is the man who reads Esquire.* By filtering out the dull spots and letting the excitement shine through, Esquire mirrors a world in which this man can discover himself. And discover himself he does—with gratifying vengeance: Sketch him a new shape in suits called The Continental, and he'll turn a fad into a fashion. Give him a run-down on stereo hi-fi, and he'll build a new room around it. Convey the adventure of sailing, and he'll talk 35 million people into joining him out on the lake. Is it any wonder that a growing number of advertisers these days are finding Esquire a rewarding place to introduce new ideas? They talk to a man who not only gets the point, but makes a point of getting the product.



Authority in a Man's World





CAPTURING CROWDS with ENTERTAINMENT

The tremendous variety of entertainment, magazine and service features in the Week-End Edition of the Buffalo Evening News reaches and holds every member of the family. This is a new medium, combining all the services that make a great newspaper, distributed to the home early enough in the week-end to influence the family plans for spending both time and money. On the first anniversary of its appearance it has proved its appeal by establishing 88% coverage of its market and opening new sources of sales for a growing list of local and national advertisers.

BUFFALO EVENING NEWS

KELLY-SMITH CO.—National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

DAIRY AWARD—*H. R. Fagerson (right), vp, Borden Co., Chicago, accepts a first place award in the Milk Industry Foundation's national ad contest, from Hubert Garrecht, president of the group. The ad was selected as the best newspaper ad of fresh milk by-products from a total of 740 entries.*

ITC Names Millner, Baron

Elliot Millner, previously consumer research project director of Doyle Dane Bernbach Inc., has been named to the new post of research director of Independent Television Corp., New York, tv film producer and distributor. Ralph Baron has been promoted from the regional sales staff of ITC to the new post of spot sales manager of Arrow Productions, the company's re-run division.

LaRue Adds Four Accounts

LaRue, Cleveland Inc., Detroit, has been appointed to handle advertising for four new accounts. They are American Coldset Corp., Teterboro, N. J.; *Pontiac Press*, Pontiac, Mich.; Michigan Oven Co., Detroit, and Master Pneumatics, Detroit. The agency has resigned the public relations account of General Electric Co.'s metallurgical products department, Detroit.

Hilty Named Ad Manager

American Society for Metals, Metals Park, Novelty, O., has appointed William J. Hilty advertising manager of *Metal Progress*. Mr. Hilty, formerly Cleveland-Pittsburgh regional manager for the magazine, succeeds A. P. Ford, who has been appointed sales manager of the society, which also publishes books in the field of metallurgy and metal-working.

Miles to Rumrill PR Post

Norman A. Miles, for the past three years with Barlow Advertising, Syracuse, N. Y., has joined Rumrill Co., Rochester, N. Y., as account executive in the pr division. Rumrill, meanwhile, has moved its Utica office into new quarters at 1512 Genesee St.

Carter to Ad Associates

Michael E. Carter, formerly with Doremus-Eshleman Co., the Philadelphia office of Doremus & Co., and earlier an account executive with Hutchins Advertising, Philadelphia, has joined Advertising Associates, Richmond, Va., as creative director and copy chief.

ONCE UPON A TIME there was a man who prided himself on making the best fudge in the state. And one night a friend of his, who was a very smart automobile salesman, came over to play pinochle. When he sampled the fudge, he told his host that it was positively the finest candy he had ever tasted, and he advised his friend to wrap each piece in gold foil, to package it in a silver box with green stripes, and sell it by mail. In a few months there were more orders than candy, so his friend advised him to set up a small plant, and start distributing the candy through department stores and supermarkets as well as by mail. Before long the business was so big that a new plant had to be built, and the candy maker hired a sales manager away from another big candy manufacturer to run the business. When someone asked him why he didn't offer the job to his friend who had helped him so much, the candy maker replied, "Who, *Bill?* Why he doesn't know anything about candy. He sells cars."

MORAL: ***There are no hard people or soft people. The same people who buy cars buy candy—and the same people who buy steel buy soft drinks. Which is why the smart advertiser doesn't judge an agency on the kind of products its clients produce, but on the kind of advertising it produces for its clients.***

CAMPBELL-EWALD

Advertising Well Directed

Detroit • New York • Chicago • Los Angeles • Hollywood • San Francisco • Washington • Denver • Atlanta • Dallas • Kansas City • Cincinnati

ONLY $393.96

Buys a quarter page in SIX Vermont Allied Dailies, which go into the region where 93.9% of the state's $591 million buying power is located. Simple! Effective! One order, one bill, one buy! For details, write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

How Good Housekeeping Can Help TV Believability

The current unfavorable publicity about TV, caused by the actions of a cynical few, has implications for all advertising that no thinking person can ignore.

We at Good Housekeeping feel that the maintenance of public confidence in *all* forms of advertising is as much our concern as publishing a good magazine.

And we have a specific, tested contribution to make to advertisers who are concerned with the credibility of their television commercials.

During the past year the Schwerin Research Corporation has conducted a study that evaluates the effect of including the Good Housekeeping Guaranty Seal in TV commercials.

Results show that the addition of the Good Housekeeping Guaranty Seal to the TV commercials of several major advertisers increased their effectiveness by 20% in one case, 27% in another, 39% in a third.

These facts prove once again the cumulative *faith* that has been built up in Good Housekeeping and its Guaranty Seal. Because we investigate every product and check every claim that is advertised in our pages 40,930,000 women* are influenced by our seal.

There are some products and some claims that may never earn our seal. But if you make a good product, and advertise it honestly if vigorously, let us show you the Schwerin results and discuss how the matchless confidence millions of customers have in Good Housekeeping can go to work for you now.

Call Good Housekeeping today.

*Crossley, S-D Surveys, Inc.

Good Housekeeping

MAGAZINE AND INSTITUTE

A HEARST MAGAZINE

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Another circula
The New York
selling over

The news in this is simple, quickly told, and highly significant for advertisers.

During October, net paid weekday (Monday-Friday) sale of The New York Times averaged 701,173.

Although The Times has had one-day weekday sales reaching almost 900,000, this is the greatest sustained weekday sale The Times has had during any month in its history.

It represents a gain of 19,663 over October of last year —and a gain of 116,039 over October, 1955.

Sunday sale of The New York Times during October was 1,349,877—a gain of 28,893 over October of last year, and 121,962 over October, 1955.

Gaining more and faster than other newspapers

During the past five years—taking this as an arbitrary period—The New York Times has gained circulation

tion record for Times...now 700,000 daily

surely and steadily and at a greater rate and volume than any other New York newspaper.

There must be a reason for this, and it, too, is simple, quickly told, and highly significant for advertisers.

It can only be that The New York Times gives readers more of what they want in a newspaper. That is, the news of this fascinating world we live in, and of the men and women and children who make the news. And gives it to them with all the facts they want to know, all the clarity they need to understand, all the color they enjoy to make them feel participants in the stirring events of our times.

It follows, of course, that when readers get what they want out of a newspaper, so do advertisers. That's why The New York Times is publishing more advertising than ever before in its history—and more than any other New York newspaper.

TIMES WINS MORE READERS WEEKDAYS AND SUNDAYS YEAR AFTER YEAR

	Weekdays	Sundays
October 1959	701,173	1,349,877
October 1958	681,510	1,320,984
October 1957	647,883	1,280,511
October 1956	630,008	1,271,623
October 1955	585,134	1,227,915

The New York Times

"All the News That's Fit to Print"

Bacon Publishes 8th Annual 'Publicity Checker'

Bacon's Clipping Bureau, 14 E. Jackson Blvd., Chicago, has published the eighth annual edition of "Bacon's Publicity Checker," a listing of 3,567 publications that use publicity. The publisher also has added a revision service, and will send out revisions of listings in February, May and August, 1960.

Each listing includes the name of publication, address, editor, publication date, circulation, publishing company and code number to show what type of publicity material each publication uses. The 1960 edition contains 3,601 changes in listing information from the previous year. For instance, 138 publications changed their name, 407 have new addresses, 1,119 have changes in circulation and 82 publications have been discontinued. Price is $25 and includes the three revision supplements.

Delta Launches Campaign for Expanded Jet Services

Delta Air Lines has launched a $100,000 advertising campaign in Houston and New York to promote the opening of its DC-8 jet airliner non-stop service between the two cities, starting Dec. 1. It will be the first regularly scheduled pure jet airliner service into Houston International Airport. Both Braniff and Eastern Air Lines are using prop-jet Electras.

The campaign, said to be the most intensive advertising and promotion efforts in Delta's 30-year history, will use newspapers, radio and tv, outdoor advertising, and direct calls upon frequent users of airline service.

Elizabethan Names Milne

C. A. Milne has been named president and publisher of Elizabethan Publishing Co., Montreal, effective with the November issue of *Elizabethan*, guest publication of the Queen Elizabeth Hotel in Montreal. Since its inception 18 months ago, Mr. Milne has been director of advertising. The magazine is printed monthly in French and English.

Hulbert Joins Town Advertising

Fred C. Hulbert has joined Town Advertising Associates, Hackensack, N.J., as an account executive. Mr. Hulbert was formerly public information director of the central chapter of Queens, L.I., American Red Cross.

MOVED—*Sanders Advertising Agency, Dallas, has moved into this new two-story building at 5531 Yale Blvd. The interior is finished in contemporary style with off-white walls and carpets, and drapes and doors in turquoise, terra cotta and citron. It has 4,000 sq. ft. of space.*

Good advertising gives the heart a little wrench

Good advertising stands apart from the cookie-stamping crowd. It has simplicity, character, strong identification. And this: The extra sock that gives the customer's heart a little wrench—that makes him stop living a little until he's got what's being sold. If you'd like to put this little wrench to work in your advertising, call for Nat Danar, creative advertising consultant for some of the country's largest—and smallest spenders. Like to see a presentation—or receive other messages in this series? Write or phone:

NAT DANAR, 40 East 49th Street, New York 17, N. Y. PLaza 5-9361

ONE SINGLE MARKET FOR GROCERIES!

* 3rd IN PENNA. ★ * 47th IN U.S.A.

SINGLE MARKET
SCRANTON-
WILKES-BARRE and HAZLETON
SINGLE MARKET SIN

DISTRIBUTORS AND CHAINS SERVE THE TWO AREAS by SINGLE WAREHOUSING!

* $168,345,000.00 IN FOOD SALES!

TOTAL OF LACKAWANNA AND LUZERNE COUNTIES IN SRDS CONSUMER MARKETS — MAY 1959

COUNTY "MARKERS" MELT AWAY UNDER MODERN METHODS OF MARKETING!

ONLY The Scranton Times

GIVES YOU THE MOST DOMINATING COVERAGE IN LACKAWANNA COUNTY!

SAWYER-FERGUSON-WALKER COMPANY, *National Representatives*
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

A ONE-IN-A-MILLION TEST MARKET . . .
one newspaper . . .
and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number One test market in New England!) thoroughly and more economically than ever with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force throughout New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and Evening	**201,503**	**.62**
Sunday Journal	**188,039**	**.60**
Sunday and Morning	**245,758**	**.70**
Sunday and Evening	**331,823**	**.98**
Sunday, Morning, Evening	**389,542**	**$1.04**

(ABC circulation, March 31, 1959)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Thursday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

Shaffer, Gomavitz, Schulte, Christopher Join EWRR

Erwin Wasey, Ruthrauff & Ryan has added four men to staffs in three offices. In Houston, Daniel M. Shaffer has been appointed an account executive. Lewis Gomavitz has been named television producer-director in Los Angeles. In the Chicago office, Jon M. Christopher has been appointed a copywriter in both print and radio-tv and Ted K. Schulte has been named a film director.

Mr. Shaffer formerly was with John S. Turner & Associates, Phoenix, and Mr. Gomavitz was formerly an associate producer of the "Emmy Award Show," "Chevy Show," "Some of Manie's Friends" and "The U.S.O. Christmas 1958 Show." Mr. Christopher was formerly with Fulton, Morrissey Co. and Mr. Schulte formerly directed analytical filming of players' performance for the Chicago Cubs baseball team.

AB-PT Profit Up 26% for First Nine Months, 1959

American Broadcasting-Paramount Theaters, New York, reported an estimated net operating profit of $5,226,000 or $1.22 per share for the first nine months of 1959, up 26% from the $4,142,000 or 94¢ per share for the comparable 1958 period.

Estimated net operating profit for the third quarter of 1959 rose to $1,340,000 or 32¢ a share from $1,100,000 or 25¢ a share for the 1958 quarter. AB-PT's consolidated earnings, including capital gains, were $1.26 a share for the first nine months of 1959 and 36¢ a share for the third quarter, compared with $1 a share and 25¢ a share for the like periods of 1958.

NOAB Shifts Staff

James T. Mullen, formerly manager of the poster contract department in the Chicago office of National Outdoor Advertising Bureau, has been named manager of the field service department in the bureau's New York office to replace Ralph L. Livingston, vp, who recently became manager of the bureau's Detroit office. Mr. Mullen will be succeeded in the Chicago office by M. E. Conroy, formerly assistant manager. Mr. Mullen will assume management of NOAB's nationwide field service, which inspects poster showings and painted displays for more than 200 advertising agencies and their branches.

Sherman to Penn & Hamaker

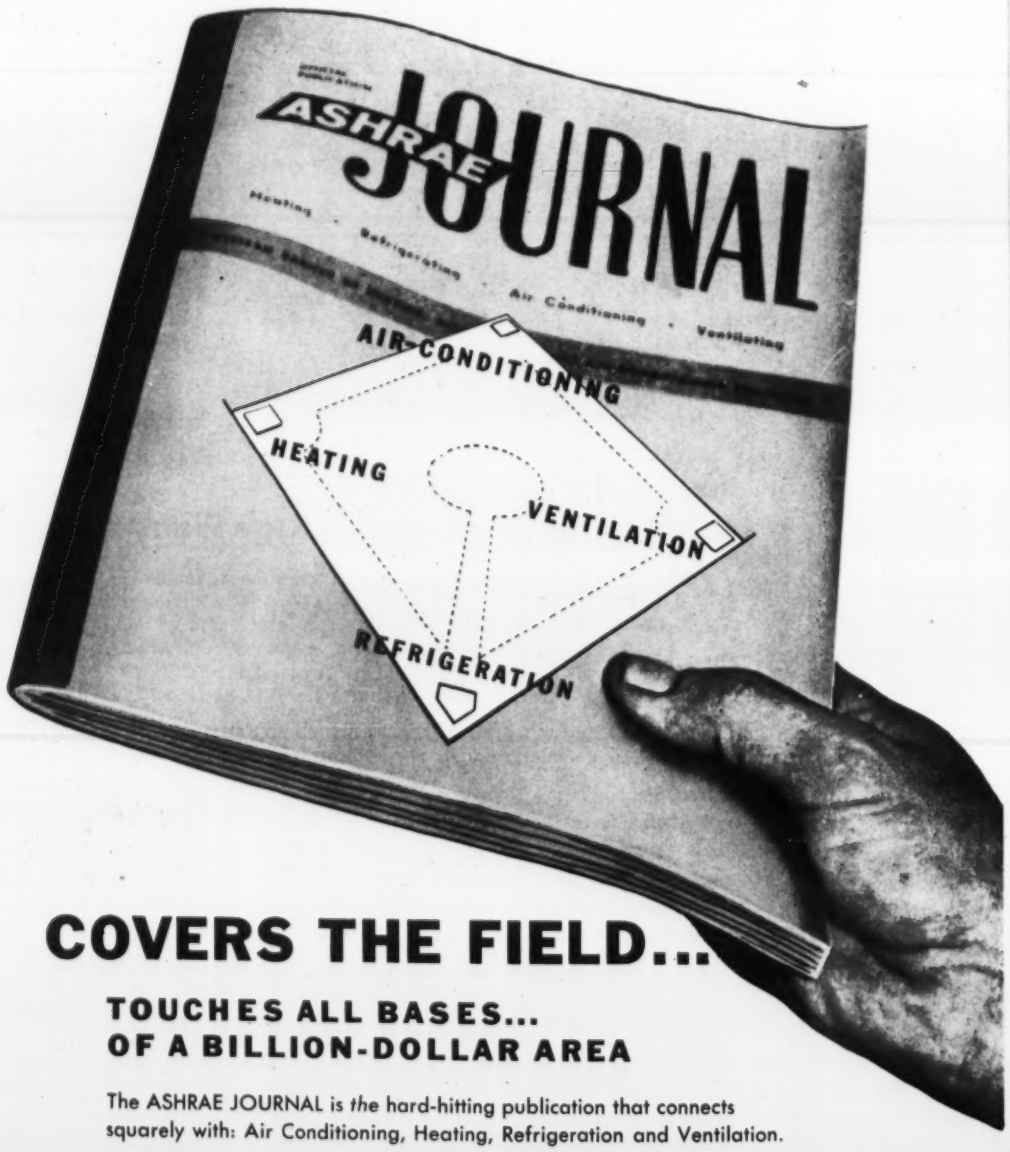
F. G. H. (Ted) Sherman, formerly manager of the Pittsburgh office of Rogers Publishing Co., has joined Penn & Hamaker, Cleveland, in the new post of account executive in charge of marketing consultation. In addition to his new administrative duties, Mr. Sherman will work with the agency's account service teams.

Grenier Meinert Harrison Shan

SNOWBALL BASEBALL—*WISN-TV lovelies Sandy Grenier and Martha Meinert, dressed in authentic Milwaukee Braves uniforms, deliver promotional material on the station's "Winter Baseball" show, a 26-week taped series of Cuban baseball, to Dick Harrison, media partner, and Mike Shan, media director, Baker, Johnson & Dickinson, Milwaukee advertising agency.*

IT'S YOUR MOVE!

And the smartest one is into the stable $591 million Vermont market! One order, one bill, one buy home-delivers your client's message into the area where 93.9% of the state's buying power is located. For details, write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.



COVERS THE FIELD...

TOUCHES ALL BASES... OF A BILLION-DOLLAR AREA

The ASHRAE JOURNAL is *the* hard-hitting publication that connects squarely with: Air Conditioning, Heating, Refrigeration and Ventilation.

Written with authority, it is read, understood and respected by Society members. Here is vital circulation—98% engineers.

The ASHRAE JOURNAL can make a real pitch for your product... making it score heavily. For Circulation Breakdown and Rate Card, write today to:

AMERICAN SOCIETY OF HEATING, REFRIGERATING and AIR CONDITIONING ENGINEERS
Richard T. Bladler, Advertising Manager ... 62 Worth Street, New York 13, New York • BA 7-6262

BUY MEMPHIS

Get Two Major Markets!

1. METRO AREA
Families—164,530
Combined Daily Circulation—209,309
Retail Sales—$783,280,000
Total Income—$1,046,082,000

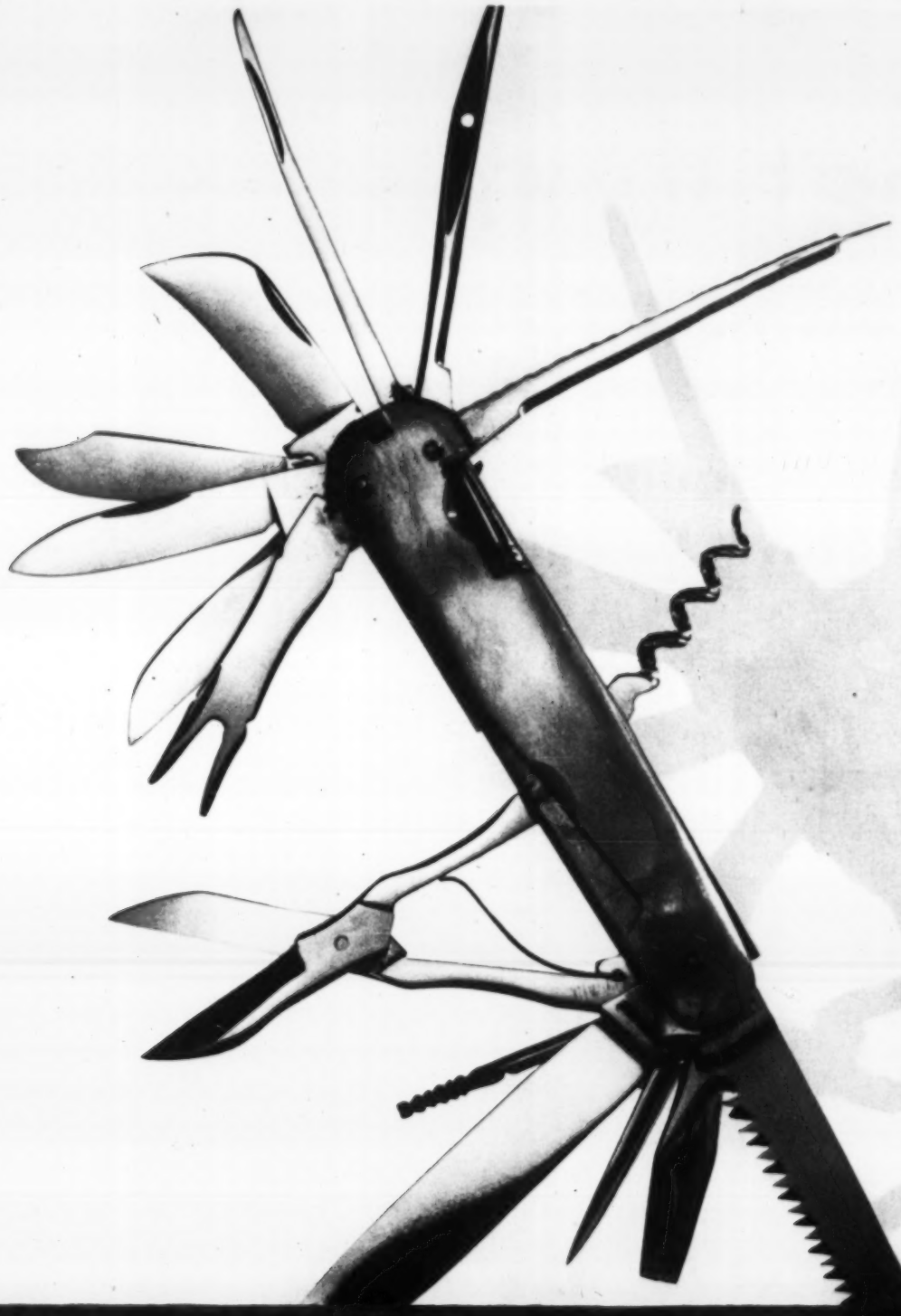
2. 76-COUNTY MARKET
Families—702,006
Combined Daily Circulation—352,415
Retail Sales—$2,074,917,280
Total Income—$2,958,216,840

Sources: SRDS, May, 1959
ABC Audit, 3-31-59

Total Combined Daily Circulation 368,664,
Total Sunday Circulation 265,556

Metro Area Penetration, 76-County Market Coverage —with a two-newspaper buy!

THE COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS



sharpen your selling tools with Sports Afield

Attack sales resistance by using SPORTS AFIELD! Here you reach a selective audience of more than 1,000,000 sportsmen who enjoy the great outdoors . . . and who read *their favorite magazine* edited exclusively for them.

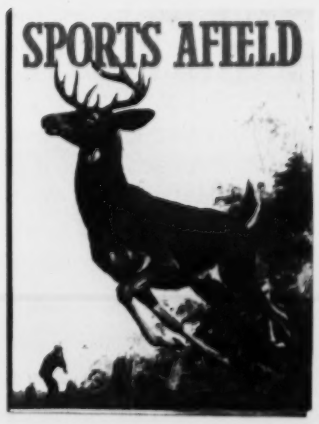
To sell the cream of this leisure time growth market for *all* their many needs, you reach them best in SPORTS AFIELD . . . for cars, beverages, insurance, tobacco, apparel . . . you name it!

Sharpen your media tools through the advertising pages of SPORTS AFIELD, the champion growth magazine* that will help you sell over 1,000,000 select prospects more for your advertising dollar.

***Ad revenue has quadrupled in the post-war period, circulation has more than doubled . . . 4th quarter of 1959 average circulation in excess of**

1,100,000**

****Publisher's estimate**



SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

What were the results

of Ford's unique, 36-page advertisement in last May's Reader's Digest?

Ford will have another insert

in the December issue. It will describe the 1960 models

In Reader's Digest last May, Ford sponsored one of the most unusual advertisements ever published.

A 36-page, removable insert, *Ford's "Buyer's Digest" of New Car Facts for '59* provided owners of all makes of automobiles with interesting, useful information about the operation and care of their cars. It showed list prices of every Ford model. And the insert gave the reader full details about the new Fords *before* he visited a dealer for an appraisal of his present car.

Ford's first objective for this unique advertisement was stated in advance by Lee Iacocca, Car Marketing Manager of the Ford Division:

"We sought thorough readership in an atmosphere of reader confidence."

RESULTS IN READERSHIP—AND SALES

How well Ford's insert met this and other objectives can be learned from the answers to the following questions.

How many people were affected by this advertisement?

Careful research has produced the following evidence:

An estimated 17,000,000 readers recalled *"seeing"* the 36-page Ford advertisement in May Reader's Digest. More than 13,000,000 "read thoroughly" one or more principal parts of it. The readership per page was *twice* that of automobile advertising *in other magazines.*

How many people removed the insert?

Well over a million. Many appeared in Ford showrooms with the Digest or the insert.

How many people visited Ford showrooms?

Within six weeks after the May issue appeared, research showed that metropolitan area Ford dealers could trace an average of 41 prospects apiece directly to the Reader's Digest advertisement. Ford has about 7,000 dealers. And a high percentage of prospects who voluntarily walk into dealer showrooms do buy cars.

What did dealers think of this advertisement?

Personal interviews throughout the country showed dealers overwhelmingly enthusiastic; 84% said the insert would help sell cars. A leading dealer in Houston called it "the best piece of advertising Ford or anyone else has had." Another, in Jacksonville, said, "It lets people realize if it is possible for them to trade or buy."

How did it affect Ford sales?

Ford's gains over last year have been greater during the months after the insert appeared than earlier. After evaluating the effectiveness of the May issue, Ford scheduled a new 12-page insert for December, again to *run exclusively in the Digest.* That advertisement, in the issue out next week, will present list prices and other details of the 1960 Fords, Falcons and Thunderbirds.

DO YOU WANT HIGH READERSHIP OF YOUR ADVERTISING?

We believe that Ford's experience can be duplicated with advertising for every kind of product or service:

Digest readers will read carefully—and act

In the May issue of Reader's Digest, the Ford Division of Ford Motor Company ran this 36-page insert—the largest magazine advertisement ever devoted to a single line of consumer products.

THE READER'S DIGEST
Ford's "Buyers Digest" of new car facts for '59
...for people who are thinking of buying any new car
Buyer's Digest of NEW CAR FACTS for 59

The December issue of the Digest will carry Ford's second multi-page insert. For merchandising, Ford has ordered *nine* times the number of reprints that were made of its successful May insert.

THE READER'S DIGEST
As a service to people thinking of buying any new car...
Ford presents a complete listing of 1960 models, equipment and prices
Condensed from the car selector section of FORD'S BUYER'S DIGEST OF NEW CAR FACTS FOR 1960

upon—an interesting sales message, regardless of length. Advertising in the Digest will bring into retail establishments large numbers of prospects who are eager to buy the products they have seen advertised.

Readers *keep* the Digest, pick it up repeatedly for frequent reading, giving advertising in it repeated opportunities to be seen and to sell effectively.

Dealers welcome advertisements that include the kind of information contained in the Ford insert, such as prices and facts that stimulate people to come to see the product.

In Reader's Digest, you can present a detailed, full-color sales message to millions of your best prospects, at a fraction of the cost that you might expect. The Ford 36-page insert —prepared, printed and distributed—cost less per copy than it would have cost to produce and mail a first-class letter.

QUICK FACTS FOR BUSY EXECUTIVES

Reader's Digest offers all these *exclusive* benefits to advertisers:

1. The largest proven audience of readers. It is larger than any other magazine, weekly, fortnightly or monthly; larger than any newspaper or newspaper supplement. More people read the magazine than look at the average nighttime network television program.

2. The largest quality audience that can be found. More people with greater spending power read the Digest than any other magazine. And you will find that the higher the income group, the greater the Digest's share of the audience.

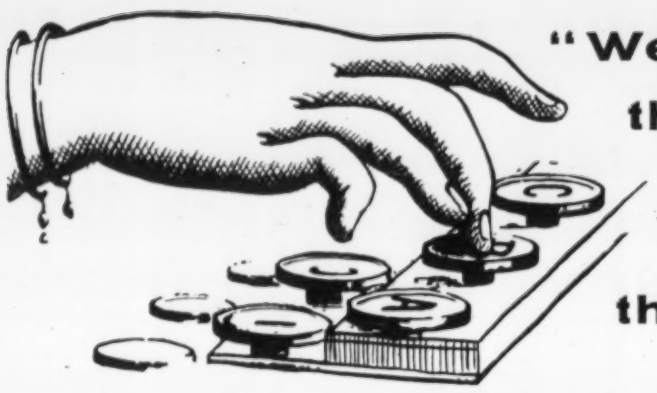
3. Discrimination in the advertising accepted. The Digest alone of major advertising media accepts no alcoholic beverages, no cigarettes or tobacco, no patent medicines. And for any product, it accepts only advertising that meets the highest standards of reliability.

4. Belief in what the magazine publishes. People have faith in Reader's Digest, in its editorial and advertising columns alike.

People have faith in

Reader's Digest

Largest magazine circulation in the U. S.
Over 12,000,000 copies bought monthly



"We press the buttons... ...you do the resting"

Sheraton's got an exclusive in the hotel industry — an electronic reservation system called *RESERVATRON*. What does it do? It gets you confirmed reservations at any of Sheraton's 54 hotels in 4 seconds flat, that's what. And it's free, too. All you do is call the nearest Sheraton Hotel. SEND FOR FAT FREE BOOKLET: 96 pages chock full of facts about all of Sheraton's hotels in 39 cities. It'll be useful to you — and prove to us that you read this ad. Address: Sheraton Corp., Ad Age Ad #8, 470 Atlantic Ave., Boston, Mass.

Start Connecticut Supplement

Connecticut Life Inc., West Hartford, has started publication of a new monthly news-picture supplement, *Connecticut Life*, for 44 Connecticut newspapers (41 weeklies and three dailies). Bice Clemow, president of West Hartford Publishing Co., owner of the weekly *West Hartford News* and *East Hartford Gazette*, is president and publisher of Connecticut Life Inc. Other officers include John G. Rorhback, associate publisher; Jack Strubing, vp; Roger G. McLean, advertising manager, and John W. McLean, managing editor.

ACF Boosts Cassidy

John C. Cassidy, senior research engineer, has been appointed manager of product projects by the American Car & Foundry division of ACF Industries, New York. He will initiate studies for marketing new projects and review new product recommendations.

MAN'S MAN DRINK—*National Distillers Products Co. has launched a new campaign for its Hill & Hill Kentucky straight "old style bourbon" in 200 newspapers and on outdoor boards in 35 markets, to emphasize that the brand is a "Man's Man Drink." Lennen & Newell is the agency.*

Marketers to Face More Competition in '60, Sargent Says

CHICAGO, Nov. 10—The rise in business opportunities during the 1960s will be paralleled by the growth of competition and marketing problems, the Chicago chapter of the American Marketing Assn. was advised last week.

John R. Sargent, partner in Cresap, McCormick & Paget, management consultant, outlined problems to be faced during the '60s in three areas—the market itself, marketing methods and marketing management.

■ Things to prepare for in the market itself, he said, are a high degree of price consciousness, increased sophistication of buyers, greater demand for service, wider discretionary choices for customers, geographic shifting of customers and the concentration of market and distribution in fewer accounts.

He listed as the main problems to be faced with regard to marketing methods: Less personal salesmanship possible, private label competition, high costs of advertising and promotion and the high cost of distribution generally.

In marketing management, Mr. Sargent said, problems will include a shortage of skilled salesmen, shortage of sales management talent, increasing tempo of new product development and the complexity of complete marketing planning. #

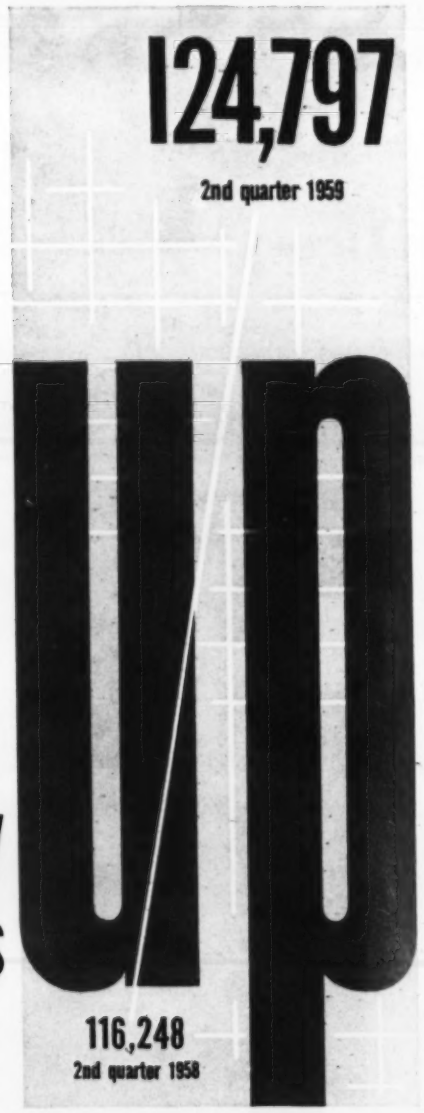
Yardis Consolidates with Taubman in 2nd Merger

Yardis Advertising Co., Philadelphia, has consolidated with Samuel Taubman Advertising, the second such consolidation in less than a month. Last week, the agency announced its merger with Edward Robinson Agency on Oct. 15 (AA, Nov. 2). Samuel Taubman, president of the agency which has borne his name for the past 19 years, has been elected chairman of the board of Yardis.

The agency said it will use the remainder of the year to "digest" its larger size and staff and will not actively seek further mergers, although it will be receptive to overtures from agencies "which have something of value to offer."

Friend-Reiss Affiliates

Friend-Reiss Advertising, New York, has affiliated with Grosberg, Pollock & Gwartzman, Toronto.



daily circulation is up in Grand Rapids, Michigan

Up . . . up . . . up. That's the story of daily circulation gains this year for The Grand Rapids Press. Daily net paid figures for the second quarter of this year show a 8,549 copy increase—a hefty 7% hike over the same period last year.

West Michigan's greatest advertising medium, reaching the billion-dollar 23-county sales area, now offers this bonus in circulation coverage, a record-high 124,797 copies daily. The daily Press covers 9 out of 10 homes in metropolitan Grand Rapids and almost 4 out of 10 homes in all of West Michigan.

Get the complete story of Press coverage from your nearest Booth newspaper representative.

The "TOTAL SELLING" medium is your Daily Newspaper

THE GRAND RAPIDS PRESS
EVENING SUNDAY

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

STRAIGHT-LINE ADVERTISING IN PENNSYLVANIA FARMER PENETRATES

FARM SHOW — Greatest Agricultural Show in the East
1960 Pennsylvania Farm Show
Harrisburg — January 11-15, 1960
PREVIEWED IN THE JANUARY 9, 1960 ISSUE
CLOSING DATE DECEMBER 16, 1959

All sales are local. Your ads sell best when they give your sales story in local terms. Localized ads, and PENNSYLVANIA FARMER's local editorial material, take you direct to the prospect. We have on-the-spot field reports you can use. We'll help you with pictures and testimonials. Changes are made quickly, economically because PENNSYLVANIA FARMER is printed by gravure.

5 WAYS TO "STRAIGHT-LINE" YOUR ADVERTISING

1. Local pictures
2. Local testimonials
3. Local prices and terms
4. Local dealer listings
5. Local coupon returns

No waiting for harvest time in Pennsylvania. Agriculture is diversified — farmers sell all year 'round. Income is steady . . . and big. Among the 49 states, Pennsylvania is "top third" in farm income . . . ranks second in poultry income; third in peaches; fourth in apples; fifth in milk production; sixth in cherries; eighth in pears.

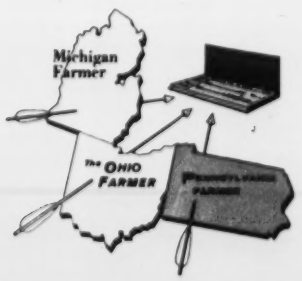
Send for free booklet that explains and illustrates in detail how you can tailor your ads for better sales penetration.

• New evidence proving how national advertisers are making budget dollars go further, dig deeper, yield more sales!

Pennsylvania Farmer

Harrisburg, Pennsylvania

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.



STRAIGHT-LINE *Advertising service available also in THE OHIO FARMER and MICHIGAN FARMER.*

● Relying on just one "state-wide" daily* paper to cover *all* of Iowa? Then you're getting only 19% coverage, missing 4 out of 5 homes in the Quality Quarter! These 22 counties contain a quarter of Iowa's total buying power: over 25% of the households and retail sales. But with the newly-formed *Iowa Three* group, you get 62% coverage, with *truly* local, hometown acceptance and influence *where* you want it. Look again! You'll see why you need these three newspapers to sell the fast-growing, most profitable fourth of Iowa.

**Don't be fooled by "state-wide" Sunday coverage! National advertising usually runs daily.*

IOWA'S QUALITY QUARTER

THE IOWA THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co.; Jann & Kelley, Inc.; Story, Brooks & Finley

SIDNEY S. WHELAN

NEW YORK, Nov. 10—Sidney S. Whelan, 71, a former president of Philip Morris International Corp., and active for many years in the tobacco industry, died last week at his home here after a short illness.

Mr. Whelan was a stepson of George J. Whelan, one time president of United Cigar Stores Co. He served in the aviation division of the Army Signal Corps during World War I. Following the war he became a vp of a newly formed group called the United Retail Stores Corp., in which his stepfather and others prominent in the tobacco industry had interests. In 1922 Mr. Whelan was elected president of Philip Morris International Corp. He retired from the tobacco business in 1931.

ROBERT R. FEYL

SARASOTA, FLA., Nov. 10—Robert R. Feyl, 64, retired advertising salesman of *The New Yorker*, died here hast week. He had come to live here a year and a half ago. Born in Brooklyn, N. Y., Mr. Feyl had been an advertising salesman on various New York newspapers and magazines most of his career. He was with *The New Yorker* from 1944 to 1955 in charge of house furnishings advertising. He retired in 1955.

PAUL V. GALVIN

CHICAGO, Nov. 10—Paul V. Galvin, 64, board chairman of Motorola and a pioneer in the radio and television industry, died Nov. 5 in St. Francis Hospital, Evanston, Ill., where he had been under treatment for leukemia.

Under Mr. Galvin's direction, Motorola introduced a practical auto radio, two-way mobile communication and the wartime "walkie talkie" radio.

He founded the Galvin Mfg. Co. in 1928, changing its name to Motorola in 1947. In 1956 he stepped up from president to board chairman, and his son, Robert W., became president.

JOHN F. FALICKI

ONAMIA, MINN., Nov. 10—John F. Falicki, 38, publishing director of Industrial Publishing Corp.'s *Modern Office Procedures*, Cleveland, was drowned in a hunting accident near here Nov. 1.

He and several business associates were spending the weekend here hunting duck when Mr. Falicki went out alone in a canoe to retrieve a duck about 600 yards off shore. The canoe hit rough water and overturned. His body has not been recovered.

Mr. Falicki joined Industrial Publishing ten years ago. He was the first editor of *Modern Office Procedures* and has been its publishing director since 1957.

He was a native of Cleveland and a graduate of its Western Reserve University. In World War II he served with the Corps of Engineers in the Pacific theater.

WAYNE G. MARTIN JR.

NEW YORK, Nov. 10—Wayne G. Martin Jr., retired vp, director and eastern states manager of Miller Publishing Co., died at Greenwich, Conn., Nov. 2 from head injuries sustained in an accident Nov. 1.

Mr. Martin joined Miller in its Kansas City office in 1920 and was transferred to the St. Louis office a year later as manager. In 1929 he was transferred to the New York office as manager, a position which he held until his retirement in April, 1954. He served as an officer in a number of flour and baking associations.

ROBERT CUMMINGS VANCE

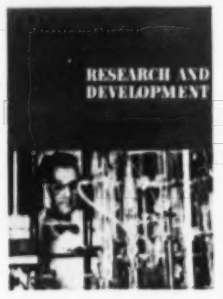
NEW BRITAIN, CONN., Nov. 10—Robert Cummings Vance, 65, editor and publisher of the *New Britain Herald*, died at his home Nov. 4. Mr. Vance became editor and publisher of the newspaper and president of the Herald Publishing Co. in 1951 when his brother, Johnstone Vance, died.

Gummed Industries to KVPD

The Gummed Industries Assn., New York, has named Klau-Van Pietersom-Dunlap, Milwaukee, to implement a long-range industry merchandising program, effective Jan. 1. The new merchandising program was approved at the association's annual meeting recently in White Sulphur Springs, W. Va.

Penn Dairies Promotes Two

Penn Dairies Inc., Lancaster, Pa., has appointed Paul R. (Dick) Bishop director of marketing and Richard H. Maurer sales manager of its ice cream division. Mr. Bishop formerly was marketing director of Seabrook Farms Co., Seabrook, N. J. Mr. Maurer previously was assistant sales manager of the ice cream division.

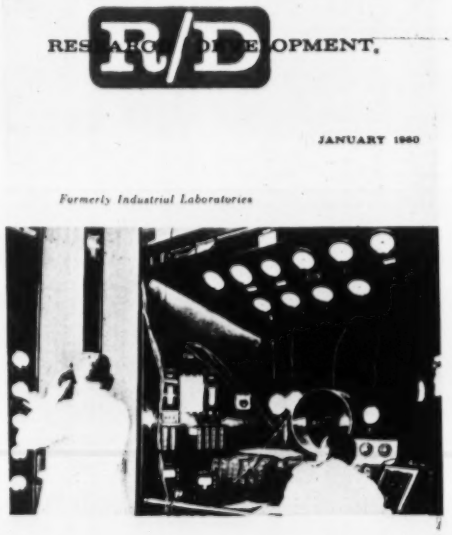


INDUSTRIAL LABORATORIES announces a

NEW NAME

RESEARCH AND DEVELOPMENT

(Effective with January 1960 issue)



SAME VITAL EDITORIAL POLICY

SAME PRIME MARKET COVERAGE

● This is a change in *name* only—no change in editorial policy or market served. The new name, "Research and Development," more appropriately defines the growing field we serve—the $10,000,000,000 R & D market.

Advertise in "Research and Development," the magazine that holds the key to the coming decade that is already being called "The Soaring Sixties"!

F. D. THOMPSON PUBLICATIONS, INC.

Contact our nearest office for full details of rates and mechanical requirements—

CHICAGO
201 N. Wells Street
Chicago 6, Illinois
FInancial 6-1026

CLEVELAND
3537 Lee Road, Shaker Heights
Cleveland 20, Ohio
WAshington 1-9370

NEW YORK
141 East 44th Street
New York 17, N. Y.
MUrray Hill 7-5180

LOS ANGELES
10373 W. Pico Boulevard
Los Angeles 64, Calif.
BRadshaw 2-2643

NEW ENGLAND
434 Webster Street
Manchester 4, N. H.
NAtional 5-9498

Announcing

The Sunday Star-Bulletin

New Star in the 50th State!

With the introduction of the Sunday Star-Bulletin, the Honolulu Star-Bulletin extends the State's widest coverage into a full seven days. Publication started on November 1.

Honolulu Star-Bulletin

TODAY'S NEWS TODAY—7 DAYS A WEEK

Represented nationally by

O'MARA & ORMSBEE, INC.

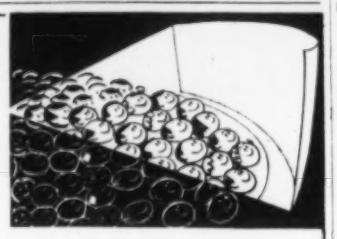
"Say It With Pictures"
BY
MICHAEL BARBERO
Photographer For
"MISS SUBWAYS"
48 West 48th Street
CI 6-4775 CI 6-4786

Thomas Forms PR Company

Edward Thomas has resigned as vp and public relations account supervisor of J. Walter Thompson Co., New York, to establish his own pr company, Edward Thomas Associates Inc., at 103 Park Ave.

HOW BIG IS YOUR ADVERTISING IMPACT?

When you tell your story in full color on the big theatre screen, you are making a dramatic impact on thousands of relaxed—in the mood to look and listen—theatre-goers.



TSAB FOR COPIES OF BROCHURE AND FURTHER INFORMATION CONTACT:
THEATRE-SCREEN ADVERTISING BUREAU
457 MERCHANDISE MART • CHICAGO 54, ILLINOIS

Vending Machine Sales to Reach $2.2 Billion in '59

CHICAGO, Nov. 10—An impressive variety of models from the fast growing army of silent salesmen—automatic vending machines—were on display last week at National Automatic Merchandising Assn. convention at Navy Pier.

Manufacturers, suppliers, operators and others connected with the business were told that gross sales of goods and services through the vending machines are expected to increase by about 7% this year, to a total of $2.2 billion.

Although automatic vending of prepared foods in plants and offices is seen as the next major area of growth for the industry, the sale of cigarets, soft drinks, candy and coffee continue to take the lion's share of the market.

■ According to NAMA estimates, cigarets are still the largest seller in automatic retailing, accounting for an estimated $840,000,000. Next are soft drinks, $633,200,000; candy, $225,000,000; and coffee and hot beverages, $189,600,000.

The vending of sandwiches and pastry will account for about $52,500,000 this year, almost double the 1958 volume, the association predicted.

Looking to the future, industry representatives predicted that during the 1960s:

• Automatic cafeterias for feeding employes, students and others will become widely used.

• Hot meals brought from frozen or refrigerated state almost instantly will be available.

• Foods will be preserved by irradiation to prevent spoiling.

• More versatile machines will be available to vend a variety of products.

• Products available from coin machines will include staple grocery items, hardware, books, magazines and tickets.

■ One machine expected to play an important part in the growth of automatic vending—and one which won't cost the consumer any money—was on display at the NAMA convention. It is the automatic bill changer manufactured by the A.B.T. division of Atwood Vacuum Machine Co., Rockford, Ill. The machine was field tested for two years, and is now available for lease.

A.B.T. won't reveal how the machine works, but reports that it rejected a wide variety of counterfeit bills fed to it during tests, yet accepted good bills which were wrinkled, stained or written on, as well as bills inserted upside down or reversed.

The bill changer can be modified to accept currency of several denominations, and is designed to dispense various combinations of change.

■ Despite the growing variety of cigaret brands and packages—now about 120—the largest machine on exhibit has 30 columns, the same as last year. This is the Corsair 30, made by Continental Vending Machine Co., Westbury, N. Y.

Dixie Cup division of American Can Co. introduced three new sizes to its line of Mira-Glaze cups—polyethylene-lined cups which resist heat and leakage, and protect the flavor of hot coffee.

Among the unusual machines on display was one for testing blood pressure (a natural for agency conference rooms). It was shown by Heart Distributing Co., Chicago.

■ During a business session, T. B. Hungerford, general manager of NAMA, told members, "Never in its 23 years has NAMA had a year in which so many diverse bills have been introduced into city councils and state legislatures to tax and regulate merchandise vending machines as we have had this year, and next year promises to be more hectic."

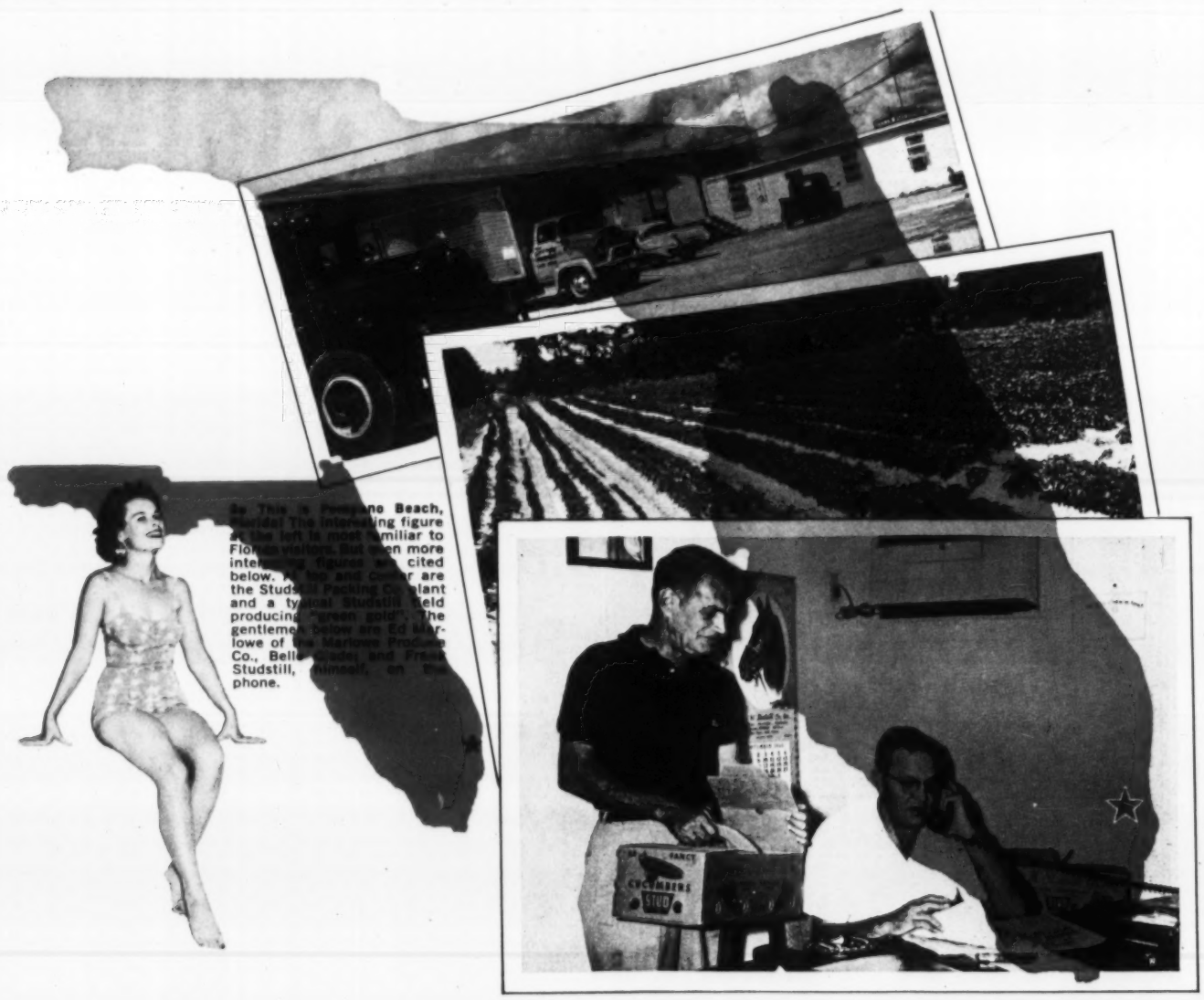
He said sales taxes—which cannot be collected from vending machine customers—are "exacting an enormous toll from our industry." Personal property taxes and excise taxes are also plaguing the industry, he added.

"But unfair taxes are only part of our problem," he said. "Automatic vending is growing—it's expanding, and because of its continuing expansion, government regulation will play an increasing role in the conduct of our businesses.

"Zoning laws, public health and other regulations that attempt to force automatic vending into ready-made molds will harass us in 1960," Mr. Hungerford predicted. "And we must be on the lookout for per-machine taxes under the guise of 'regulatory measures'." #

Weber Showcase to Yambert

Weber Showcase & Fixture Co., Los Angeles, has named Ralph Yambert Organization, Los Angeles, for its national refrigeration sales division, replacing Hixson & Jorgensen, effective Jan. 1. Yambert has been handling the company's factory sales and services divisions since April. Billings for the entire account are expected to be in excess of $250,000 annually.



When Frank Studstill Reads THE PACKER...
The "Green Gold Coast" of Florida Buys!

Advertisers in The Packer have discovered there are more ways than real estate and motels to get into the Big Money on the Florida Gold Coast. At Pompano Beach, midway between Miami and Palm Beach is one of the busiest centers for vegetable production and distribution in the United States. It's a $20,000,000-plus market for farm equipment and supplies.

There's only one key to this big, prosperous market—The Packer, the *news*publication of the Fresh Fruit and Vegetable Industry. Of the fewer than 100 men who control the production and growing of 40,000 vegetable producing acres in Palm Beach and Broward County, 76 are subscribers to The Packer—depend on The Packer to keep them in touch with market trends and news . . . and use The Packer to sell their produce.

Take grower-shippers like Frank Studstill, a Packer subscriber for 20 years. Known as the "Cucumber King," Studstill, even in slim years, markets a million bushels of Florida's "Green Gold"—and produce grown in Cuba, The Carolinas, Virginia, Maryland, and the Bahamas—all through his Pompano Beach headquarters. Last year Studstill bought $150,440 worth of fertilizer and used 85,720 gallons of gasoline. He purchased 442,337 corrugated cartons, 432,480 bushel baskets and other packing material costing a total of $250,000. He operates 44 tractors and used 1,778 pounds of cucumber seed, alone! Studstill virtually controls most of the purchases of 31 growers who work directly for him or depend on him for sales.

Influence of men like Frank Studstill on the purchases of supplies and equipment by other growers is also a significant factor—because they know that if Studstill buys it—it must be right. And it takes The Packer to influence Studstill—who considers it the one paper especially devoted to the interest of produce men.

Pompano Beach, Fla. is only one of the great vegetable and fruit producing and shipping areas where the subscribers to The Packer are the dominant figures. You'll find others, everywhere—the Imperial and Rio Grande Valleys . . . the Maine and Idaho potato regions . . . the yam and strawberry sections of Louisiana. Whatever YOU have to sell—and sell BIG to the 8 billion dollar Fresh Fruit and Vegetable Industry—you can sell it BEST through The Packer.

ABP The PACKER ABC
Newspublication of the Fresh Fruit and Vegetable Industry
201 Delaware Kansas City, Mo.

SEPT.

9 MONTH UPSWING

JAN.

Business in Kansas City continues its spectacular forward march. Here is a statistical breakdown of Kansas City's nine-month record of progress, this year against last, in established categories for such measurements.

	NINE MONTH 1959		INCREASE OVER 1958
Bank Clearings	$18,940,691,015	UP	$1,997,782,455
Checks Cashed	$16,887,187,805	UP	$1,721,803,583
Real Estate Sold	$94,026,000	UP	$216,000
Postal Receipts	$22,125,795	UP	$2,411,184
Electric Current	2,227,936,608 Kilowatt Hours	UP	177,129,324 Kilowatt Hours
Building Permits	$58,607,000	UP	$1,425,000
Housing Completions	6,328	UP	2,035
Star's Adv. Lineage	35,804,447 lines	UP	1,835,070 lines

THE KANSAS CITY STAR

Average Net Paid Circulation 6 Months Ended Sept. 30, 1959, and Gain Over 1958

MORNING	EVENING	SUNDAY
333,393	338,237	360,361
Gain 4,255	Gain 3,719	Gain 6,315

FOR RENT BY MONTH 1960 SEASON ONE OF JAMAICA'S LOVELY GREAT HOUSES $450.00 PER MONTH, INCLUDING STAFF OF THREE

Bluefields House is situated in one of the most beautiful untouched sections of Jamaica—yet less than 30 miles from Montego Bay. Lovely view—excellent fishing, boating, bathing, far from "tourists". Six bedrooms. No telephone, but near constabulary. Landlord nearby. For full information, Box 808, Advertising Age, 630 Third Ave., New York 17, N. Y.

Along the Media Path

Crosley Broadcasting Corp. has published a 35-page four-color booklet in celebration of the 5th anniversary of color television at WLW-T, Cincinnati. The booklet includes articles on color telecasting of baseball games, a special report on color tv progress in the past five years, and statistics on the effect of color tv in ratings. Also included in the booklet is an insert listing the WLW-T colorcast schedule for 1959.

• A report on what subjects in medical media interest doctors most has been issued by **Modern Medicine** in the form of a ten-page booklet based on a reader interest ratings study conducted by Readex.

• Dedication ceremonies were held Nov. 10 for opening of the newly completed offices and studio building of **KMOX**, St. Louis.

OUTDOOR SELLING—*Carey System Inc., Charleston, W. Va., used this outdoor poster in Charleston recently to illustrate the effectiveness of outdoor advertising art, while at the same time displaying a message as to the "buy power" of the medium.*

• The **Daily Courier**, Waterloo, Ia., celebrated its 100th anniversary and completion of its new building with a public open house Nov. 8. Last year a remodeling program was started and a third floor added to the structure. The building now includes 48,000 sq. ft., new mechanical and office equipment, air conditioning and a new telephone system.

• **WBZ-TV** has added six special "teleditions" newscasts per day to keep New England viewers abreast of the news during the Boston newspaper strike.

• **Jewelers' Circular-Keystone** will issue in mid-1960 an all-verified jewelry industry directory which will include sections on merchandise; jewelers' services and supplies; manufacturers' suppliers, and an index to merchandise and services illustrated or described in advertisements.

• **La Presse**, French-language Canadian newspaper, has moved into new quarters, adjacent to its old building, where all advertising and editorial material will be handled.

• Delegates at the recent western conference of the **American Assn. of Advertising Agencies** in Santa Barbara were able to read the daily story of their convention in a special tabloid newspaper published for them by the *Santa Barbara News-Press*.

• Mishawaka High School in cooperation with the **South Bend Tribune** recently completed a successful experiment in using the daily newspaper in the classroom. For two weeks freshman citizenship classes received copies of the newspaper and a specially edited textbook, containing newspaper terms. The course was devoted to teaching the students how to read a newspaper, with special sessions on makeup and production.

• **Meredith Publishing Co.** is installing a new electronic system, developed by Addressograph-Multigraph, which will keep subscriber data and speed circulation delivery—the first such punched-card-to-magnetic-tape system ever put in operation.

• Construction of a new tv transmitting tower for **KFVS**, Cape Giradeau, Mo., has been started. When completed, the tower will rise 2,000' above the average terrain and 1,676' above the ground.

• A "Do-It-Yourself" kit for building the nation's biggest, best read, most flexible magazine coverage patterns has been mailed to advertisers and agencies by **Home Edited Gravure Magazines.** The white mailing carton, weighing roughly ten pounds, contained 47 different home edited, gravure newspaper magazines. A message inside the package suggested the recipient pass the package contents on to hospital libraries.

• **Department of New Laurels**

Parents' Magazine reports an 11.7% increase in advertising revenue for the year of 1959 over the previous year.

Sports Illustrated shows a 21% increase in advertising pages during the first nine months of 1959 over the same period in 1958.

Redbook reports a 5.6% increase in circulation for the third quarter of 1959 over the previous year.

Coronet shows an 11.2% increase in advertising pages for 1959 over the previous year. #

There's no better
tonic in the world for an
ad than a fresh, new typographic
approach! It can put new life into the
message that is supposed to sell the
customer. Wake up your ad campaign by
specifying SERVICE Typographers for all
type requirements. You'll get a full
selection of the most modern
styles combined with the skill and
craftsmanship that comes with years of
satisfying discriminating type buyers.
WAKE UP
YOUR ADS
WHERE TYPESETTING IS STILL AN ART . . .
SERVICE TYPOGRAPHERS, INC. 723 S. WELLS, CHICAGO 7, ILL. HA 7-8560

TRIPLE THREAT PROGRAMMING!

It sounds almost too good to be true — but *three of the largest-audience TV shows in Central Iowa are "station-time" programs* on WHO-TV — Family Theatre, The Early Show and The Late Show!

These shows represent 25 key hours of competitive local programming, Monday through Friday. Each features hit selections from the tremendous WHO-TV film library* plus frequent up-to-the-minute news reports. And NSI (July, 1959) proves that *in their time segments, these shows deliver more homes in 220% more quarter hours than Stations 'B' and 'C' combined!*

Look at the facts—NSI or ARB—and you'll understand WHO-TV's superiority in Central Iowa television. Ask your PGW Colonel for availabilities!

• • • • • • • • • • • • • • • • •

**WARNER BROTHERS "Feature" and "Vanguard" ★ MGM Groups 1 and 3 ★ NTA "Champagne," "Rocket 86," "Dream," "Lion," "Big 50" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ ABC's "Galaxy 20" and others.*

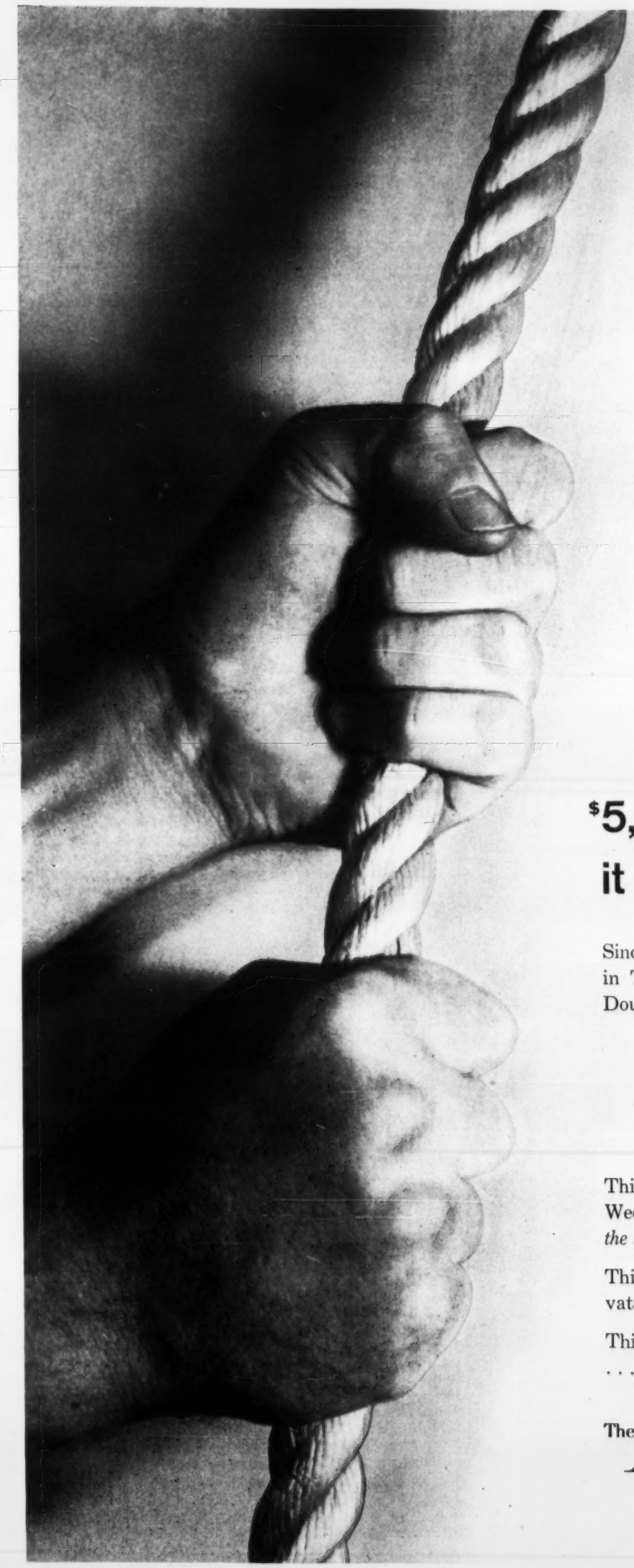
• • • • • • • • • • • • • • • • •

ARB SURVEY
METROPOLITAN DES MOINES AREA
(March 16-April 12, 1959)

FIRST PLACE QUARTER HOURS				
	Number Reported		Percentage of Total	
	1-Week	4-Week	1-Week	4-Week
WHO-TV	**233**	**227**	**50.0%**	**48.7%**
Station K	186	197	40.0%	42.3%
Station W	27	42	6.0%	9.0%
Ties	20	0	4.0%	0

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

Channel 13 • Des Moines
NBC Affiliate
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., *National Representatives*



$5,250,000 says it pulls the most

Since 1939 Doubleday & Co. has invested more than $5,250,000 in The American Weekly and, to quote Jerome S. Hardy, Doubleday's Vice President:

> *"We run only coupon ads, and we key every ad. We check and measure the number and type of orders we receive from every publication we use. Once again in 1960 The American Weekly will get more of our advertising dollars than any other medium."*

This is proof of the superior pulling power of The American Weekly, based on analyzed results... *for mail order book-selling is the severest criterion that can be applied to a general magazine.*

This is proof, too, of a vitality of reader responsiveness that activates consumer power at the point of sale.

This is further proof that The American Weekly... sells the most ... for the least ... where the most is sold.

The American Weekly

The American Weekly is distributed by these fine newspapers: Albany Times-Union • Baltimore American • Boston Advertiser • Buffalo Courier-Express • Chicago's American • Charlotte News Cincinnati Enquirer • Cleveland Plain Dealer • Columbia, S. C., State • Corpus Christi Caller-Times • Dallas Times Herald • Denver Rocky Mountain News • Detroit Times • El Paso Times Fort Lauderdale News • Houston Chronicle • Huntington, W. Va., Herald-Advertiser • Los Angeles Examiner • Milwaukee Sentinel • New Orleans Times-Picayune • New York Journal-American Palm Beach Post-Times • Philadelphia Bulletin • Pittsburgh Sun-Telegraph • Portland Oregonian • St. Louis Globe-Democrat • St. Paul Pioneer Press • San Antonio Light • San Diego Tribune San Francisco Examiner • Seattle Post-Intelligencer • Syracuse Herald-American • Washington Post • Wichita Beacon

AGE for action

editorial action

"Deserves widest possible dissemination"

On August 10, 1959, Ad Age reprinted an address made by Charles G. Mortimer, one-time ad manager and now chairman of the board of General Foods Corp., at the annual Charles Coolidge Parlin memorial lecture jointly established by the Curtis Publishing Co. and the Philadelphia Chapter of the American Marketing Association. To supplement the lecture text, Ad Age also reprinted a portion of the annual report made by Mr. Mortimer to General Foods stockholders wherein he explained how and why his company invests so much money in advertising—$96,000,000 in 1959. AA's editors felt this was the clearest and simplest explanation of advertising activity to come from a user of advertising in a long time and in a footnote said:

> "Because Advertising Age believes the above statement deserves the widest possible dissemination, not only among advertisers but among legislators, educators and others, it is making reprints of this box available to readers. You may have single copies without charge; 10 copies for 25 cents; 50 copies for $1; larger quantities at proportionately small cost. Write Advertising Age."

This was on August 10, 1959.

reader reaction

"Please send me at once—"

In the days to follow, the Ad Age mail room worked overtime to handle the ever-increasing flow of requests for reprints of the Mortimer statement. On August 13, three days after publication, the count was 8,500 requests. By August 20, the mail room had distributed over 17,000 reprints and, on August 31, the official count was 21,000!

Requests for reprints came from every region of the United States and as far away as Canada, Mexico, Sweden and the Philippine Islands.

The largest single request was for 1,750 reprints. Even General Foods requested reprints.

Most of the requests were made by letter and many of these letters contained comments or instructions. One agency president wrote: "The box was clipped out of my copy of Ad Age and mailed to a client. Please send ten more copies."

A marketing VP noted: "It's the best statement yet . . ." An ad manager pleaded: "Please rush fifty copies to be used at a district managers' meeting."

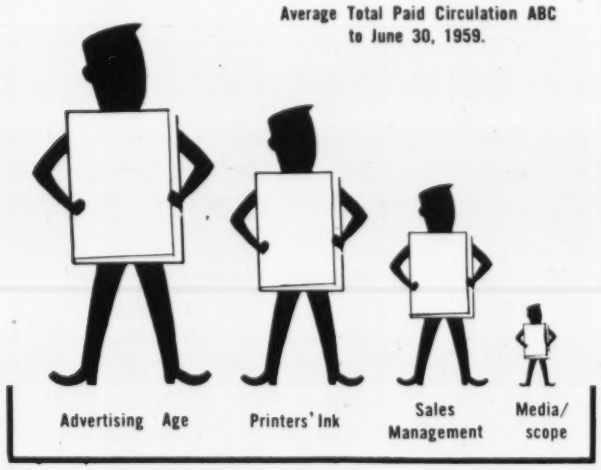
(Ed. Note: We did)

The overwhelming response to this remarkable document, the "Mortimer Report," spotlights the editorial leadership of Ad Age and is numerical proof of the editorial readership your market message gets each week.

circulation action

MAN SIZE circulation to carry your BIG SELLING STORY

With 47,344 average net paid circulation (first six months, 1959, ABC), Ad Age is far ahead of any other publication in its field in reaching the greatest part of the advertising/marketing world. The chart tells the comparative story:



This is only part of the story. Here are some other facts you should know. Ad Age was delivered to 2,861 executives in the companies comprising the top 200 newspaper advertisers in 1958. These companies—including advertising giants such as General Motors, Ford, General Foods, etc.—influenced expenditures of $624,722,795 for newspaper advertising in 1958. Among the top network TV advertisers last year, Ad Age covered this market with 2,713 paid subscribers. On the agency side, 7,543 men and women in the first 235 leading agencies—those who billed $1 million or more in 1958—received Ad Age.

And, remember, pass-along readership gives your sales message additional thousands of readers each week. On the basis of 3.78 readers per copy, Ad Age's total readership now exceeds 177,660.

This is the kind of circulation action you get with Ad Age —every seven days—among important people who are important to you.

reader action

"We beg to differ . . ."

On August 17th, the Creative Man's Corner took some well-aimed shots at a Lucky Strike ad and the illustration therein. The Creative Man said: "This is a magnificent photograph . . . too much of a masterpiece to appear in an advertisement." The scene was too overpowering, according to the Creative One, and he felt it would not stir up a desire to smoke but rather would motivate the reader to think of many other things. He said: "Art that's 'too good' can foul up the advertising message."

The reaction was fast. Readers wrote in saying, among other things: "Perhaps the Creative Man has been in that corner too long." "How can anything good 'foul up' anything?" etc., etc., etc. A prominent publication executive made his comments and closed his letter by saying:

"Incidentally, this is the first letter of this kind I have ever written and I am only prompted to do so by expressing a difference of opinion."

Even the representative for the photographer whose work was used in the ad responded: "Thanks for your comments. It is causing quite a stir in N. Y."

This is reader action. Whether it be from St. Louis, or New York, San Francisco or Los Angeles —via brickbats or bouquets—Ad Age readers are not passive.

Ad Age gets read and reacted to—and so, too, can your advertising message evoke response from the executives you want and need to reach.

ad action

"How to get your message across—"

Too often, the advertiser gets wrapped up in the importance of his words and the image he wants his advertising to create.

Many astute advertisers have forgotten an ad can tell a story and ask for an order. Ford Stewart, publisher of the Christian Herald, commented on this basic fact recently after he ran two full-page ads in Ad Age. His letter follows:

Christian Herald
MAGAZINE
27 EAST 39th STREET · NEW YORK 16, N. Y.

"Frankly, I almost fell off my chair when, as a result of two full-page ads we ran with you on our new PROTESTANT CHURCH BUILDINGS, we got some direct and immediate calls for additional information and two new advertisers. We had put in those often overlooked words of 'please write' or 'call collect our nearest representative' -- and somebody did.

It seemed to me that you would be encouraged, as we were, with the fact that a simple exposition of a new marketing idea in a currently hot and specialized market would get such a concrete and immediate response."

Cordially yours,

Ford

Ford Stewart

Because Ad Age presents the type of editorial material that gets action and reaction from important people, it is the one medium of the advertising press which assures your promotion efforts extra value and impact.

advertiser reaction

"No matter how you measure"

Once again Advertising Age is the leader in linage. No matter how you measure it, Ad Age is way out in front for the first six months of 1959. As a matter of fact, AA leads its nearest contemporary by a whopping 1,122,555 lines for the period.

This leadership is made possible by a host of advertising media and services who know the promotion value Ad Age offers and are aware of the growing recognition and importance of Ad Age as the dominant, preferred medium in the field.

Advertising Age's share of linage of major media and services for the first six months of 1959

Newspapers + Supplements	62.7%
Magazines	68 %
Business Papers	58.1%
Radio & TV	66.3%
Farm	64.7%
Ad Agencies	74.6%
Graphic Arts	79.2%
Commercial Films	70.3%
Outdoor	65.7%
Classified	75.7%

ADVERTISING STANDING IN THE FIELD (January-June 1959)

Position	1	2	3	4
Linage	1,862,854	611,310	450,254	125,370
% of Total	61%	20%	15%	4%
	Ad Age	Sales Management	Printers' Ink	Media/scope

Source of Data: Lyndon Reports January-June 1959

All this and the lowest milline ad rate, too! Yes, that's right. Ad Age delivers the largest circulation of people who are important to you and is the one promotion medium in the advertising press where you get more space for your dollars!

Advertising Age
THE NATIONAL NEWSPAPER OF MARKETING
FCC to War on Co-op Abuses, Kintner Warns
Kerr Rider Weakens Outdoor Ad Rule by U.S.
Mazzchowitz Hikes Budget 25% for Fall Drive

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

JERE PATTERSON
& ASSOCIATES
INTERNATIONAL
ADVERTISING AND
MARKETING COUNSEL
9 Rockefeller Plaza, New York 20, N. Y.

Marion to Kenyon-Baker

M. J. Marion, formerly account executive with Fuller & Smith & Ross, has joined Kenyon-Baker Co., Newark, N. J., as account executive with new business responsibilities.

Sell the Inner Circle and you've sold the Conservative Protestant Church Market

69,075 Voluntary PAID Readers . . . 96% of whom are pastors and church officers who make buying decisions. "Christian Life" assures high readership because CL goes only to those who WANT IT at $4 a year. Investigate this active and growing market for hundreds of products used for church construction, maintenance and operation. Write for factual brochure.

Over 140,000 Conservative Protestant Churches

A $2 billion Market

Christian Life
The Business Magazine for Church Leaders
33 South Wacker Drive, Chicago 6, Ill.

Information for Advertisers

A revised market data book for 53 Catholic family newspapers giving facts about the market areas covered by these publications has been published by **Catholic Family Newspapers.** Further information may be obtained from Catholic Family Newspapers, 295 Madison Ave., New York 17.

• Copies of a media data folder containing sections on markets, circulation, editorial function, readership studies, advertising, ideas for creating product news advertising, merchandising opportunities, and **Industrial Equipment News** plus values are available from Barbara Gaillard, *Industrial Equipment News*, 461 Eighth Ave., New York 1.

• **Railway Equipment & Publication Co.** has available a pocket-size booklet, "A Sound Approach to the Railroad Market," which details the size of the railroad market and leading railroad systems which make up this market, plus a comparison of the coverage by the various railroad publications. Additional information is available from Railway Equipment & Publication Co., 424 W. 33rd St., New York 1.

• "Chases' Calendar," listing national, religious and state holidays, in addition to hundreds of commercial events and promotions, has been published by the **Apple Tree Press.** Priced at $1, copies are available from the Apple Tree Press, 2322 Mallery St., Flint 4.

• Copies of a report, "109 Ways Through Which Downtown Department Stores Can Increase Sales," are available from Tom Mitchell, marketing department, **Batten, Barton, Durstine & Osborn,** 383 Madison Ave., New York 17.

• **Analytical Chemistry** has published a 12-page booklet, "Today's Research Market." The booklet outlines the $12 billion U. S. research market, reveals expenditures by private industry and government, predicts market growth, breaks down the employment of scientists by industry and indicates the coverage of the market by the magazine. Copies are available from Robert Voepel, promotion manager, *Analytical Chemistry*, 430 Park Ave., New York 22.

• **CBS Television Spot Sales** has published "Cume-Finder," which details the impact of various spot television campaigns, covering cost, coverage, unduplicated audience and frequency of exposure. Additional information is available from CBS Television Spot Sales, 485 Madison Ave., New York 22.

• **Around-the-World Shoppers** has published a "Premium Promotion File," which contains case histories, photographs of new articles for premium usage and premium listings. Copies may be obtained from Nettie W. Young, publicity director, Around-the-World Shoppers, Elizabeth, N. J.

• A new food and grocery products survey on brand preferences of 99 grocery items used in Minnesota, North and South Dakota farm homes has been published by **The Farmer.** Included in the survey are buying habits, where groceries are purchased, demand for fresh fruits and home baking. Additional information is available from Bert Lund, advertising manager, *The Farmer*, 55 E. Tenth St., St. Paul 1.

• Key steps for initiating a strong marketing and promotional program for the California asparagus industry have been compiled into a 253-page report by the **Standard Research Institute.** Additional information may be obtained from the California Fresh Asparagus Advisory Board, 1049 Marengo Rd., P. O. Box 1276, Stockton 1, Cal.

• Explanation of its circulation and circulation-building methods has been included in "The Market We Built for You," published by **Contractor.** In portfolio form, it consists of a 12-page booklet plus various enclosures including Business Publications Audit and Verified Audit Circulation audit reports. Additional information is available from Herbert Walther, *Contractor*, Grand Central Terminal Bldg., New York 17.

• **Reader's Digest** has published a 31-page booklet on its "Latin American Coverage," which includes advertising rates and circulation, rate and production information for all Latin American coverage, map of Latin American coverage and listing of U. S. and Latin American advertising sales offices. Additional information may be obtained from C. R. Devine, advertising director, international editions, *Reader's Digest*, 230 Park Ave., New York 17.

• Plans for covering the national Democratic and Republican conventions and election, including program scheduling and newscasters to be used, plus facts on competitive progress and cost for sponsorship, have been included in a booklet published by the **American Broadcasting Corp.**, television sales development department. Additional information is available from ABC Television Network, 7 W. 66th St., New York. #

nothing dishes up sales like
AWHERENESS

...and nothing builds AWHERENESS like the Yellow Pages

From Dishwashers to Draperies—across the nation or in your neighborhood—whatever you sell, wherever it's sold, you'll sell more when you make prospects aware of your wares, and *where* to find them. That's how a program of AWHERENESS in the Yellow Pages can build business for you.

The manufacturer of brand-name products finds Trade Mark Service in the Yellow Pages tells prospects where to find his local outlets. Local businessmen advertise in the Yellow Pages to tell their community where to find the products and services they offer.

You will find that a custom-created program of AWHERENESS for your business is easy and inexpensive to build. To get started, simply call the Yellow Pages man at your Bell telephone business office today.

YELLOW PAGES

The advertising medium that tells people where to find your local outlets!

. . . of the top ten markets in the United States, 9 are cities . . .

But ONE is a state . . .

IOWA

	MARKET POPULATION*
1. New York	14,521,000
2. Los Angeles	6,476,700
3. Chicago	6,430,700
4. Philadelphia	4,390,700
5. Detroit	3,909,800
6. Boston	3,041,500
7. IOWA	2,747,300
8. San Francisco	2,742,700
9. Pittsburgh	2,410,000
10. St. Louis	2,065,200

*SALES MANAGEMENT'S SURVEY OF BUYING POWER

It's the unique circulation of the Des Moines Register and Tribune that puts IOWA into the top ten. These papers are read by 70% of the whole state of Iowa (population 2,747,300). Call Scolaro, Meeker & Scott or Doyle & Hawley for more information!

DES MOINES REGISTER AND TRIBUNE

350,000 COMBINED DAILY · 500,000 SUNDAY

Gardner Cowles, President

Corrected Advertising Cost Figures for American Tobacco and R. J. Reynolds

In compiling advertising expenditures for its annual cigaret advertising cost study (AA, July 27), ADVERTISING AGE used erroneous 1958 network tv expenditures for American Tobacco Co. and R. J. Reynolds Tobacco Co. Because of an overprinting of the tabular line which obliterated the figures in the Leading National Advertisers' national advertising investments report, net tv expenditures for American Tobacco were taken as $1,252,180 in place of the correct amount of $11,252,180, and the net tv expenditure for R. J. Reynolds Tobacco was picked up as $6,002,213 in place of the correct amount of $16,002,213.

This means that incorrect figures were shown for the eight cigaret brands of the two companies. Corrected net tv expenditures, along with new figures for ad cost per million and ad cost per carton for each of the eight brands, appear to the right.

(In the case of Cavalier, no television expenditures should have been allocated, as R. J. Reynolds did not use tv in 1958 to promote Cavalier cigarets.)

	1958	1957#	1956	1955	1954	1953	1952
CAMEL (Reynolds)							
Sales (billions)	62.5	66.0	72.5	77.0	84.0	99.0	104.5
Ad investment	$ 6,991,014	$ 6,580,057	$ 9,117,366	$ 7,872,563	$13,701,033	$14,866,194	$13,313,273
Ad cost per million	$111.85	$99.69	$125.75	$102.24	$163.11	$150.16	$127.40
" " " carton	2.2¢	1.9¢	2.5¢	2¢	3.3¢	3¢	2.5¢
***WINSTON (Reynolds)							
Sales (billions)	38.9	37.5	30.0	19.5	———	———	———
Ad investment	$12,653,400	$12,795,595	$ 8,773,516	$ 6,638,245	———	———	———
Ad cost per million	$325.28	$341.21	$292.45	$340.42	———	———	———
" " " carton	6.5¢	6.8¢	5.8¢	6.8¢	———	———	———
***SALEM (Reynolds)							
Sales (billions)	19.5	11.0	2.3	———	———	———	———
Ad investment	$ 8,479,454	$ 5,273,743	$ 3,383,021	———	———	———	———
Ad cost per million	$434.84	$479.43	$1,470.87	———	———	———	———
" " " carton	8.7¢	9.5¢	29.4¢	———	———	———	———
*CAVALIER (Reynolds)							
Sales (billions)	0.4	1.0	1.0	1.5	3.0	2.5	1.5
Ad investment	$ 54,630	$ 500,180	$ 2,643,233	$ 4,736,065	$ 3,620,270	$ 2,984,412	$ 1,982,296
Ad cost per million	$136.57	$500.18	$2,643.23	$3,157.37	$1,206.76	$1,193.60	$1,321.53
" " " carton	2.7¢	10¢	52.9¢	63.1¢	24.1¢	23.9¢	26.4¢
*PALL MALL (Amer. Tob.)							
Sales (billions)	55.0	54.0	57.5	56.0	51.0	48.0	41.6
Ad investment	$10,941,493	$ 8,062,258	$ 9,190,419	$ 8,910,915	$ 6,876,101	$ 6,046,339	$ 4,138,492
Ad cost per million	$198.93	$149.30	$159.83	$159.12	$134.82	$125.96	$99.72
" " " carton	4.0¢	2.9¢	3.2¢	3.2¢	2.7¢	2.5¢	2¢
LUCKY STRIKE (Amer. Tob.)							
Sales (billions)	46.0	52.0	56.0	57.0	58.0	65.0	73.5
Ad investment	$ 6,742,734	$ 7,368,822	$ 8,220,457	$ 7,970,440	$ 8,905,887	$10,159,327	$ 8,257,187
Ad cost per million	$146.58	$141.70	$146.79	$139.83	$153.55	$156.29	$112.34
" " " carton	2.9¢	2.8¢	3¢	2.8¢	3.1¢	3.1¢	2.2¢
***HERBERT TAREYTON (Amer. Tob.)							
Sales (billions)	8.5	8.5	10.0	12.0	14.0	14.0	12.5
Ad investment	$ 5,332,298	$ 1,794,890	$ 4,245,324	$ 3,997,609	$ 1,820,350	$ 1,952,699	$ 890,414
Ad cost per million	$627.32	$211.16	$424.53	$333.13	$130.03	$139.50	$71.23
" " " carton	12.5¢	4.2¢	8.5¢	6.7¢	2.6¢	2.8¢	1.4¢
***HIT PARADE (Amer. Tob.)							
Sales (billions)	2.8	3.5	0.5	———	———	———	———
Ad investment	$ 8,357,152	$ 6,062,432	$ 1,381,853	———	———	———	———
Ad cost per million	$2,984.69	$1,732.12	$2,763.70	———	———	———	———
" " " carton	59.8¢	34.6¢	55.2¢	———	———	———	———

*—King Size. ***—King Size & Filter Tip. #—Revised.

Boisseau Leaves 'Rudder'

John Boisseau, publisher of *Rudder*, New York, has resigned "to pursue other interests." Mr. Boisseau, with Ellery W. Mann Jr. and Richard Bleser, last March bought the magazine from John B. Watkins Co. (AA, March 30). Mr. Boisseau reportedly sold his holding in the magazine to his associates.

FCC Okays KXMC-TV Buy

The Federal Communications Commission has approved the sale of KXMC-TV, Minot, N. D., by John W. Boler, president and principal stockholder of North Dakota Broadcasting Co., Fargo, N. D., to three officers of North Dakota Broadcasting. The three are Chester M. Reiten, vp in charge of KXMC-TV; William L. Hurley, national sales vp of North Dakota Broadcasting, and Lloyd R. Amoo, engineering vp of North Dakota Broadcasting. Mr. Boler says he sold the station to decrease his work load in order to devote more time to other activities.

FREE

We'll send you free data on the growing Vermont market and how you can reach it easily, effectively and economically with just one newspaper group. Write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston Mass.

NO. 1

AMONG ALL ELECTRONIC ANNUALS

eem

ELECTRONIC ENGINEERS MASTER

More pages of manufacturers' advertisements...726; more pages of directory material...554; greatest gain in number of paid pages over 1958 edition...221; most complete buying directories in every detail—a clean sweep for the new 1959 edition of eem over all annuals serving the electronic market.

This in itself is a proud record, but to attain it in the second edition, when competitive annuals have been publishing from 12 to 20 years, is a remarkable achievement. So remarkable, in fact, that every electronic manufacturer and every advertising agency representing clients selling the electronic market should use eem—the number one annual—to spearhead their selling and advertising program.

Our sincere thanks to the manufacturers who had the faith to support this lusty infant and its new streamlined concept of product presentation. Our thanks, too, to the 56,000 engineers and purchasing agents who, by their day-in and day-out reliance on eem, have proved to manufacturers that eem is the most effective way to present their product information. Now, if you want to assure yourself that eem also ranks first in reader preference, take advantage of our free offer and survey your customers at our expense. Write for details.

eem—Electronic Engineers Master, 60 Madison Avenue, Hempstead, New York, IVanhoe 6-7755; Chicago—7851 S. Escanaba Ave., SAginaw 1-9844; Los Angeles—3449B Oceanview Blvd., Glendale 8, Calif., MUrray 1-6981

eem
electronic engineers master
eem's total includes only manufacturers' pages. Other annuals include manufacturers' pages, sales rep, distributor or surplus ads.
eem 726 pages
Electronics Buyers' Guide 619 pages
IRE Directory 375 pages
Electronic Industries 232 pages
Electronic Specifying and Purchasing (Who's Who) 212 pages

NOW! Reserve space in eem 1960

Closing Date: Dec. 15, 1959

One of the south's TOP MARKETS

Jackson, Mississippi has consistently held a leading spot among Southern cities in Sales Management's list of "Best Markets". (It ranks high nationwide, too.) Check your own economic indicators and you'll find Jackson high on every list . . . So . . . if you want business where business is being done—place your sales message in Mississippi's two top newspapers. Reach the most homes at the lowest milline rate.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS

Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

impression

"Impression is often the balance-point between growth and stagnation. With a broad product line for petroleum and other major industries, we find it most efficient to operate through independent divisions. They benefit directly by our advertising in the leading business publications covering Dresser markets. The total impression of all this advertising creates our desired over-all corporate identity."

John B. O'Connor, President, Dresser Industries, Inc.

IMPRESSION—*Consistent* advertising helps create and maintain a favorable impression of your company among the men who are prospects for your products and services. In today's leading growth industries, there are more than 1,000,000 key men who pay to read McGraw-Hill publications.

By *concentrating* your advertising in one or more of the McGraw-Hill publications serving your major markets, you establish an identity for your company... create preference for your products and services . . . help your salesmen close orders.

McGraw-Hill

PUBLICATIONS

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NRMA Forms Committee to Plan Retail TV Manual

Arthur Truitt, chairman of the board of the sales promotion division, National Retail Merchants Assn., New York, and retail sales promotion manager, Montgomery Ward & Co., has announced that George Titus, promotion executive at Woodward & Lothrop, Washington, has been named chairman of a committee to plan a manual on retail use of television as an advertising medium. The committee will work with the Television Bureau of Advertising, New York.

The manual will include material on how much to invest in tv, what to buy on tv and when, types of commercials, how to use syndicated films, how to prepare slide commercials, a storyboard of a commercial, preparing a live commercial, importance of tape for commercials and writing copy for commercials.

'Free Press' Names Ashby

N. Bruce Ashby Jr. has been named advertising promotion supervisor of the *Detroit Free Press*. He has been a member of the promotion department since 1956.

Bozell & Jacobs Adds Account

American Warehousemen's Assn., Chicago, has appointed Bozell & Jacobs, Minneapolis, to handle its advertising, effective January, 1960.

New Mauve Decade? . . .

Wool Bureau's Ad Budget Hits $1,000,000 Level

Tied-in Manufacturers of Wool Wares Sometimes Reap Unforeseen Benefits

NEW YORK, Nov. 10—The Wool Bureau, in a recent dress ad, took a gamble on mauve as "the surprise color of the season." The real surprise turned out to be the ready reader response, which put the manufacturer months behind on reorders for the two dresses shown.

The unit sales, which naturally result from a successful promotion, are not the main purpose of these "trend-setting" ads. The real aim of this series is to put wool in an advantageous position—to start something new that will give wool a new use or manner. Unit sales are considered a plus.

Each of the bureau's trend-setting ads is a gamble, because the bureau doesn't "ride a trend; it tries to make it," according to Toni Robin, the fashion director. Also, the bureau devotes only one ad—not an entire campaign—to each trend; the new fashion idea has to be put over in one promotion.

■ The ads are developed by Miss Robin working directly with the manufacturer, who often make up garments especially for specified ads. The mauve ad is an example. The manufacturer, Townley Frocks, was cutting the dresses in grey jersey; at Miss Robin's request, Townley made them in mauve for the ad, which played up the "elegant, draped wool"—and he's been frantically making them in mauve ever since.

Another example: Miss Robin, at the Paris openings, was quick to spot the promotional possibility of the reversible wool coat. Back in New York, she asked Harry Frechtel Corp. to make up such a coat for an ad which ran in August. The reversible wool coat is now a successful fall fashion—and the manufacturer sold more than 200 coats, at $239 apiece.

Probably the bureau's greatest success story is the job it has done promoting wool for resort wear. In 1954 when the bureau ran its first consumer ads, Miss Robin started agitating for resort wools. At first, she met with no cooperation, and had to have garments made up especially to show what she had in mind. Two seasons later, however, all resort lines showed models in wool.

■ Now she's aiming for summer wools; last summer the bureau and American Airlines combined in a promotion of "Jet-Propelled Wools" for summer vacationers.

These trend-setting ads are one of several ways the bureau is helping its product keep its place amidst the ever-increasing number of new textiles and fibers. The budget for the task is "better than $2,000,000, with advertising getting 50% of the amount," according to Max F. Schmitt, bureau president. In the past, women's wear got about 60% of the budget, and men's wear got 40%, but "we are coming closer to even distribution now," Mr. Schmitt said.

The bureau is doing two and one-half times as much advertising as it did in 1954, when the consumer project started with a $400,000 yearly allotment. Funds come mainly from domestic growers in the U. S. represented by the American Sheep Producers Council, and also from the International Wool Research & Publicity Fund, representing the wool growing industry of the British Commonwealth nations.

■ The bureau also reports good success with three new campaigns it started this fall. One is the bureau's first series of cooperative ads in which the bureau joins with a textile mill or a manufacturer. In these ads, both the bureau and the company get equal billing.

A new campaign designed for *Seventeen* utilizes a perky, stylized artwork and features lower-price sportswear.

SURPRISE SELLER—*The Wool Bureau ran this color page in September in Vogue and The New Yorker promoting draped jersey dresses in mauve, "surprise color of fall." The result: Townley Frocks has more than 2,000 orders, and the bureau has received more than 650 reader inquiries.*

The bureau also has initiated a "fiber education" campaign in the *Reader's Digest*, featuring testimonials. C. R. Smith, president of American Airlines, was shown in one ad, talking about the importance of wool clothing for rugged outdoor vacations. In another, Faye Henle, financial columnist for Newspaper Enterprise Assn., recommended wool for winter coats.

All the ads in the series end by discussing various selling points of wool—warmth without weight; moisture absorption; color dependability; resiliency, and durability.

■ The men's wear ads take an approach somewhat different from the women's wear promotions, which always credit manufacturers and stores. The men's wear ads never do. These ads use a general theme—"Discover the secret service of wool" or "Launching: Operation Wool"—and then develop a special store promotion around the theme. The media include *Holiday*, *Life*, *The New Yorker* and *Sports Illustrated*.

For the women's trend-setting ads, the media list includes *Glamour*, *Harper's Bazaar*, *Holiday*, *Mademoiselle*, *McCall's Pattern Book*, *The New Yorker* and *Vogue*: The cooperative ads, promoting the bureau and a textile mill or manufacturer, are running in the Sunday magazines of the *New York Times* and the *Chicago Tribune*—it is the first time the bureau has advertised in Sunday supplements.

■ Before this year, the bureau had used color spreads; this year it decided to try single page ads. Contrary to expectations, the single page ads are getting more response than the spreads did. The bureau believes the explanation may be that with a single page ad, fewer garments are shown; they are given bigger play, and therefore get more attention.

J. Walter Thompson Co. is the Wool Bureau's agency. #

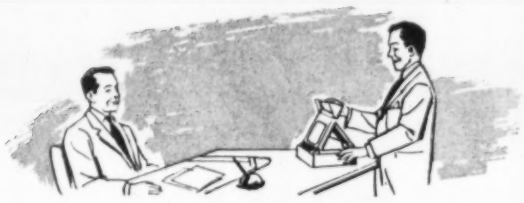
Kennedy Appoints Central

Kennedy Mfg. Co., Van Wert, O., maker of tool boxes, tool chests and fishing tackle boxes, has appointed Central Advertising Agency, Lima, O., to handle its advertising, sales promotion and marketing campaigns.

McDonough Opens in Florida

J. C. McDonough Associates, a new advertising and public relations agency, has opened at 3397 W. Broward Blvd., Fort Lauderdale, Fla. President is James C. McDonough, until recently exec vp of Sorin-Hall Advertising, Miami.

a professional salesman



in a 13-lb. package

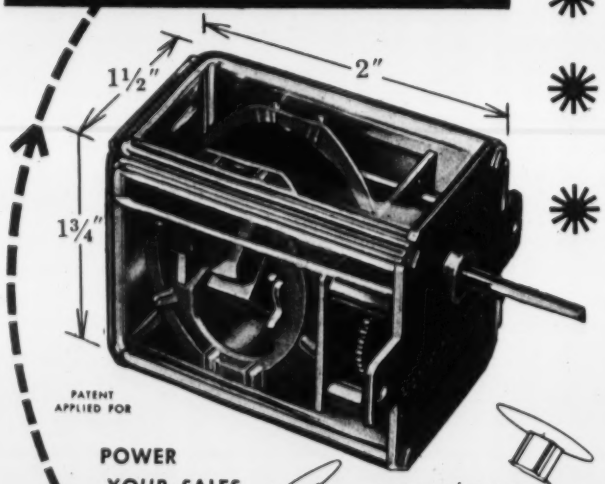
Unique, new DuKane "Flip-Top" projector makes every neophyte a professional salesman . . . Doubles the effectiveness of your experienced sales people! Delivers the message the way you want it, complete with sight *and* sound. Open the lid, plug it in, slide the record in the slot, and the Flip-Top starts selling instantly. Ideal for desk-side prospects or small groups. Complete with built-in screen. Startling clarity of black-and-white or color filmstrip. Top voice fidelity.

For a demonstration at your own desk, write or wire

DuKANE CORPORATION • DEPT. AA-109 • ST. CHARLES, ILLINOIS

NEW HANKSCRAFT

BATTERY-OPERATED ROTARY DISPLAY MOTOR



UNIQUE DESIGN — compact; needs no maintenance

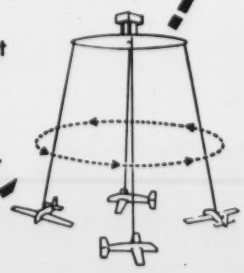
VERSATILE — use anywhere; rotates at pre-set speeds (either 1-, 6- or 60-rpm)

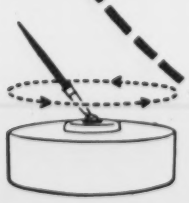
SAFE — runs for weeks on ordinary flashlight batteries

Just attach battery clip and this revolutionary motor animates your display smoothly, silently, and economically! Can be wired at factory for either clockwise or counterclockwise rotation. Get quotes today!

POWER YOUR SALES MESSAGE!

OPERATES IN ANY POSITION!





FREE ENGINEERING SERVICE — Send us a cutout dummy and rough sketch — we'll return them with the best motor for your use, together with a complete laboratory report.

HANKSCRAFT COMPANY
Display Motor Division
Reedsburg, Wisconsin

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

Marketing men would experience great difficulty in finding an area more favorable for intensive sales efforts than California, the nation's pacesetter in almost every aspect of economic growth. And in California, Alameda County continues to hold its Number One Market position among all Northern California counties, leading in total retail sales as well as in five of the most important retail sales classifications: food, drugs, automotive, service stations, household and furniture and building materials.

WILLIAM C. DEKKER, Vice President
McCANN-ERICKSON, INCORPORATED, New York

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG
In the TRIBUNE...

*63% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

LIVING IS THE TIME OF PURCHASE MARKET

LIVING will show an increase of 15.7% in advertising pages for the year 1959 . . . by far the greatest increase in the home magazine field.

LIVING FOR YOUNG HOMEMAKERS • A STREET & SMITH PUBLICATION

ALL WRAPPED UP—*Alcoa Wrap enters the book business with "Alcoa's Book of Decorations." Helen Ruch (left), of Ketchum, MacLeod & Grove, wrote the copy for the book and Conny von Hagen created the original design. The book sells for $1.95, will be offered for $1 plus coupon from Alcoa Wrap box in November issues of Good Housekeeping, McCall's and Reader's Digest.*

Masters Inc. Details Ad Spending in Suit on Trade Name Use

NEW YORK, Nov. 10—In winning an injunction against the use of its name by a competitor, the Masters discount chain has revealed details concerning its $4,000,000 ad expenditures between 1946 and April, 1959.

New York supreme court Justice Owen McGivern signed an order in favor of Masters Inc. against Merchant Masters enjoining Merchant Masters from using "Masters" or "Merchant Masters" in connection with its business of "selling toiletries, cosmetics, vitamins, baby needs, shampoos, deodorants, etc., or in connection with any business."

■ Merchant Masters opened in April, 1959, one block away from Masters' Manhattan store. In its filed memorandum, Masters said it has been in business since 1937 and went on to say:

"Masters has invested millions of dollars in its advertising. Thus, from 1946 through the fiscal year ending April 30, 1959, Masters spent $3,962,734 in promoting its trade name. In 1957, it spend $672,-182 for newspaper advertising, and $140,709 for radio and television advertising. In 1958 it spent $959,-375 for advertising, and in the first six months of the fiscal period ending April, 1959, it spent $536,036 for advertising." #

'Toronto Star' Boosts Rates

The *Toronto Daily Star* has increased its general advertising (transient) rate from $1 to $1.25 an agate line, effective Jan. 2, 1960. It also has revised its volume and frequency discount structures. Volume contracts call for $1.15 a line for 5,000 lines and 95¢ a line for 50,000 lines. On frequency, the six-time rate was set at $1.15 a line and the 52-time rate at 95¢ for 300 lines minimum.

Shure Uses 'This Week'

Shure Bros., Evanston, Ill., will use a two-fifths page ad in *This Week Magazine* Nov. 21-22 to promote its stereo system cartridges, coupled with local distributor tie-in ads in newspaper classified ad sections. William Hart Adler Inc., Chicago, is the agency.

Sun Ad Opens in Phoenix

Sun Ad Inc., a new agency, has opened for business in temporary quarters at 3635 W. Camelback Rd., Phoenix. President is Merle E. Nott, formerly a partner in Rippey, Reeves & Nott Advertising, Phoenix.

The 25,000 progressive motel readers of TCJ put their prosperity back into motel expansion. Every month they build an average of 11,000 new bedrooms; spend over 5 million monthly to furnish them. Fantastic? Yes, but true . . . proved by authoritative research. This is the big "pay off" motel market for more than 300 TCJ advertisers. It can be for you, too.

THIS BEDTIME-STORY

about TCJ Motel Readers is

ALL FACT—NO FICTION!

For the motel market story get "8 Billion Dollars Ain't Hay." Ask your TCJ representative for information or write William G. Browning, Advertising Manager.

TOURIST COURT Journal
TEMPLE, TEXAS

publishing more ad lineage than any other motel magazine

MORE TECHNICAL NEWS • MORE HARD-CORE DESIGN INFORMATION • MORE DESIGN ENGINEERING SUBJECTS • MORE READERS • MORE RESPONSE FROM RESPONSIBLE PEOPLE • MORE OEM SALES FOR YOU

PRODUCT ENGINEERING TO EXPAND ITS EDITORIAL SERVICE IN 1960

NEW YORK—PRODUCT ENGINEERING has been published weekly since September 1957, with alternate Design and Research and Development News editions. Effective with the issue of January 4, 1960, all 52 issues will have the same editorial format. Every editorial feature and department will be retained or enlarged—and appear in every issue.

The hard-core design engineering feature content – which has distinguished PRODUCT ENGINEERING since 1930 as the leading technical publication in its field – will be nearly *doubled!* The highly successful R & D News content will be *expanded and presented every week.*

The editorial staff, already the largest in the field, will be increased. Every issue will have a "lays flat when open" type of binding – for extra visibility, easy tear-sheeting. All advertising space units will be available in each issue.

This editorial repackaging provides the product design engineer with the most complete, up-to-the-minute coverage of his interests – weekly! PRODUCT ENGINEERING will be geared more closely to today's fast-paced demands of product planning and design engineering.

This exclusive, high-frequency publishing service — the only one of its kind in the field — will help you sell the engineers you want to reach faster than ever before. Plan now to concentrate your campaign to influence product development and design engineers where it will get top readership — and a healthy response from these Responsible People.

Product Engineering ABP ABC

THE McGRAW-HILL WEEKLY OF PRODUCT DEVELOPMENT & DESIGN ENGINEERING 330 WEST 42ND STREET, NEW YORK 36

Grocery Manufacturers Okay Code of Trade Practices Governing Co-op

(*Continued from Page* 1)

tions, provided they are communicated and applied, "should mark the end of the loose cooperative advertising dollar, with its questionable legality and low return per dollar invested.

"It should go a long way to restoring advertising and promotion payments to the originally intended purpose, namely, a reasonable payment for a mutually valuable service."

Mr. Willis said he hoped the suggested new term, "cooperative merchandising agreement," will be "universally applied and that it will entirely replace the outworn and misleading term 'advertising allowance.' This old term, by its very sound, suggests a gift, with no requirement of performance."

Besides the manner of payments for advertising and promotion allowances, the trade practice recommendations cover some 15 areas of joint manufacturer-distributor activity, including deal merchandise, point of sale material, promotions, coupons, new products, transportation, compliance with the Robinson-Patman act and communications.

■ On the subject of advertising and promotion payments, the category which leads the booklet, the recommendations have this to say, in full:

"**A.** That the industry adopt the name 'cooperative merchandising agreement' (CMA) covering any arrangements for advertising and promotion agreements between manufacturers and distributors.

"**B.** Such CMA agreements shall define (a) the payments for specific advertising services and (b) the payments for specific promotion services and (c) that evidence of performance must be submitted before payment is made.

"**C.** Distributors feel that current 'cooperative merchandising agreements' which generally limit participation to newspapers, handbills and window posters should be broadened to include radio, television, floor displays and outdoor promotions.

"**D.** Distributors and manufacturers agree that there must be performance of contract and evidence of performance submitted before manufacturers should be expected to pay.

"**E.** Manufacturers contend that they should not be called upon by distributors to pay extra money for participation in their special events. For such extra payments legally obligate manufacturers to offer proportionately equal payments to all competing dealers, which is impractical.

"**F.** Manufacturers may participate in distributors' special events which qualify under the terms of the performance of the contract, when such cost is applied to the regular 'cooperative merchandising agreement' available to competing dealers.

"**G.** Contract forms should be short, simple, understandable and practical. They should be reviewed periodically and revised to fit changing conditions when necessary.

"**H.** 'Cooperative merchandising agreements' should appropriately emanate from manufacturers.

"**I.** Distributors feel that manufacturers can no longer handle cooperative merchandising arrangements on a mass basis and that they need to give consideration to what each distributor can especially do promotion-wise, and then work out some arrangement. Manufacturers stress that this must be done within the spirit and the letter of the Robinson-Patman law.

"**J.** Distributors should receive a prompt remittance from manufacturers upon submittal of their invoice and evidence of performance.

"**K.** Any money received in payment of CMA arrangements must not be considered as part of the price of merchandise or as a contribution to profit. Such payments should be separately made by the manufacturer to the distributor for service rendered. No such money should be deducted from the invoice covering the purchase of merchandise."

■ Among the recommendations concerning deal merchandise, manufacturers are requested to give distributors four to six weeks notice; to have a fixed policy on termination dates; to advise distributors about test programs in adjacent markets and to avoid overlapping deals.

Distributors pointed out that manufacturers can no longer handle point of sale material on a mass basis and suggested individual discussions to decide on what was wanted, and then order it in the same fashion as merchandise, on appropriate requisition forms.

They—the distributors—like special promotions, and they generally need four to six weeks' advance information to tie in properly. It is important for the manufacturer to find the right person to deal with on a special promotion.

■ While there has been an overall improvement in the handling of coupons, distributors point to the reappearance of coupons which vary in size from earlier recommendations and which are difficult and costly to handle—especially ragged-edge coupons.

The distributors recommended compliance by manufacturers with their suggestions and added pointedly, "This applies equally to advertising agencies."

In the area of new product presentations, the recommendations asked for "reasonable samples of the item, full information on prices, results of research and marketing tests, promotion and advertising plans—in short, complete information."

The distributors asked for simultaneous notification on new products to eliminate competitive advantages and said that when they reject a new product "the manufacturer is entitled to a report reviewing the reasons for the decision."

■ A discussion group on this "bill of rights" for grocery trade relations made several salient points concerning specific recommendations.

Expanding on the need for improving communications, Newman Bagley, of the National Assn. of Retail Grocers of the U.S., commented on the recent *Saturday Evening Post*-Nargus "spectacular" ad and said: "I know of only one company that actually had its communications in order so that the program got down to the store level." In his case, he said, he found himself unable to get specific merchandise needed for the promotion.

A. Kohr Sprenkle, a member of the trade relations committee of the National Assn. of Food Chains, added that deal merchandise should not be too frequent, of too long duration, or overdone.

Richard Waxenberg, of the Super Market Institute, told the manufacturers that "you're in competition for the merchandising support of the distributor." He backed this up with a recent SMI survey of 18 companies which showed they had received a total of 5,401 cooperative contracts in one year—an average of 300 per company, of which 260 were accepted.

■ The recommended trade practices—although still subject to minor revisions—have also been adopted by, besides the GMA, the Cooperative Food Distributors of America, Nargus, National-American Wholesale Grocers' Assn., NAFC, SMI, and U. S. Wholesale Grocers' Assn.

■ FTC's Mr. Kintner said the first assignment for the new Robinson-Patman task force, whose chairman is the FTC's secretary, Robert M. Parrish, would be to advise FTC on how the act "might be more plainly and forcefully interpreted to the business community and the law more effectively administered."

He warned: "Let no one understand this action to be retrenchment from our policy of vigorously enforcing the Robinson-Patman act by formal actions. On the contrary, the recommendations of this task force, if adopted, will supplement our existing program of vigorous law enforcement."

Mr. Kintner's remarks contained the same note of warning he gave to the National Assn. of Food Chains two weeks ago, when he urged the chain operators to police their own abuses or face further restrictive legislation. #

the association of

art

studios in Chicago, inc.

- ART PLUS, INC.
- BERLET ANDERSON MARLIN, INC.
- CARNAHAN HANSON CO.
- COMMERCIAL ILLUSTRATORS, INC.
- COVENTRY, MILLER & OLZAK, INC.
- GRANT JACOBY STUDIOS, INC.
- KLING BIELEFELD STUDIOS, INC.
- KOOPMAN NEUMEIER
- HOOVER & KERN STUDIOS, INC.
- NUGENT WILLIAMS STUDIOS, INC.
- PACE STUDIOS
- PROMOTIONAL ARTS, INC.
- BERT RAY STUDIOS
- VOGUE WRIGHT STUDIOS
- WHITAKER GUERNSEY STUDIO, INC.

aasc 1000 advertising artists SERVICE-DEPENDABILITY-INTEGRITY

the Association of Art Studios in Chicago, inc.
20 North Wacker Drive, Chicago 6, Illinois
R. A. Good, Executive Secretary

The $3 BILLION GOLDEN CIRCLE

abc

CHANNEL 13 WAST ALBANY, N. Y.

This new station is engineered to deliver the market covering eastern New York, western Massachusetts and parts of Vermont and New Hampshire. It provides a sales potential of $3,495,571,000.00 consumer spendable income. And that's cash register money! Food sales alone are over $615 million; drugs over $72 million.

Exclusive ABC for most of its coverage. Investigate . . . write, wire or phone today.

***Represented by* H-R TELEVISION, Inc.**

GMC Ads to Tell of Truck 'Breakthrough' via Magazines, Mail

PONTIAC, Nov. 12—Advertising backing the 1960 line of GMC trucks, produced by General Motors' truck and coach division, will go most heavily into magazines and direct mail, according to Richard Jennings, advertising manager for trucks, previewing the campaign to be kicked off next week, starting Nov. 16.

An announcement advertisement to the broad consumer market is a four-color spread in the Nov. 16 *Life*. Theme heading is "The big GMC breakthrough."

There will be a four-page announcement ad in *Farm Journal*, plus announcement ads in three other leading farm publications, to be followed by four-color spreads in seven other months throughout the year.

Multiple-page inserts will be used throughout the year in both fleet and construction publications, carrying a special message for each group. Some 40 state trucking association publications also will be used. Miscellaneous use will be made of fire engineering, school bus and military magazines.

TRUCKING—*Ads like this will help promote General Motors' "breakthrough" slogan for its trucks.*

Some spot use of radio, including "Monitor" (NBC), was in the original planning, but has been delayed because of possible production blocks resulting from the steel strike.

▪ Expressed satisfaction of dealers with results of direct mail advertising has resulted in broader use of this medium, with planned distribution of 500,000 pieces.

Use of outdoor boards will be limited to instances where these exist on General Motors facilities.

McCann-Erickson handles GMC truck advertising, through its Detroit office. #

Washington Court Reverses Fair Trade Decision

The Washington state supreme court has overturned an 18-year-old decision and ruled that a retailer does not have to sell at fair trade prices unless he signs an agreement with the manufacturer. The decision came in a case brought by Remington Arms Co. against Pay Less drug store, Spokane.

Gami Names Howard Kent

Gami Corp., New York distributor of Italian-made Gami subminiature cameras, has appointed Howard Kent Inc., New York, to handle its advertising.

CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St — Chicago, 175 W. Jackson — San Francisco, 100 Bush St.

SAN DIEGO CALIFORNIA

APPAREL STORE SALES: $71,415,000

With 1958 apparel store sales totaling more than $71 million, San Diego ranks 21st among all the nation's 292 Metropolitan County Areas . . . outdistancing such markets as these:

ATLANTA, GEORGIA . . . . $70,985,000 SEATTLE, WASHINGTON . $67,797,000
NEW ORLEANS, LOUISIANA $69,100,000 DENVER, COLORADO . . $59,498,000

San Diego is now the third largest market in the western states and the fastest growing major market in the country. Sell San Diego – at lowest cost per sale – through **The San Diego Union** and **Evening Tribune.** These metropolitan newspapers have a combined daily circulation of more than 200,000 (215,192 ABC 3/31/59). Facts Consolidated surveys show a readership of 84.4%, unduplicated.

The San Diego Union | EVENING TRIBUNE

SALES ESTIMATES COPYRIGHT 1959 SALES MANAGEMENT SURVEY OF BUYING POWER

"The Ring of Truth"

COPLEY NEWSPAPERS

15 Hometown Newspapers covering San Diego, California – Greater Los Angeles – Springfield, Illinois – and Northern Illinois. Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

PHOTO REVIEW OF THE WEEK

Stolley Jacobson Cheverie Rubel Lewis Gardner Chandler Lando

AD-CADEMY—*At the Advertising Age Seminar on Successful Advertising Agency Management, "faculty" members had an opportunity to do a little learning from their "students" during social breaks. In this case, the "faculty" members are Carroll Cheverie, Clinton E. Frank Inc., Chicago, and Herbert Gardner Jr., Gardner Advertising Co., St. Louis. "Students" are Alexander Stolley, Farson, Huff & Northlich, Cincinnati; Elizabeth Jacobson, Jacobson Advertising, Sheboygan, Wis.; Stanley Rubel, Ira Rubel & Co., Chicago; Charles Lewis, L. W. Frohlich & Co., New York; C. J. Chandler, MacLaren Advertising, Toronto; Robert W. Lando, Lando Advertising, Pittsburgh.*

Rich Rubel Terry Eaton Kapp Arndt Becht Best Maehr Sackheim Stern

STUDENTS—*Attending the Advertising Age Seminar on Successful Advertising Agency Management, supervised by Ira W. Rubel, Ira Rubel & Co., Chicago, were M. J. Rich of Rubel; Norman Best, Campbell-Mithun, Minneapolis; Ernest Stern, Edward H. Weiss & Co., Chicago, all "faculty" members; Walter Terry, Johnson & Lewis, San Francisco; R. H. Eaton, Henderson Advertising, Greenville, S. C.; M. L. Kapp, Ambro Advertising, Cedar Rapids; Robert Arndt, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia; K. R. Becht, Arbingast, Becht & Associates, Peoria, Ill.; R. B. Maehr, Perry-Brown, Cincinnati, and S. P. Sackheim, Maxwell Sackheim & Co., New York* *(story on Page 54).*

Diaz Cardoze Sanchez Vaamonde Mata

Y&R SOUTH OF THE BORDER—*Carlos Sanchez, one of Mexico's best known advertising artists, has joined Young & Rubicam, Mexico City, as creative director. Mr. Sanchez, creative chief for many years at Publicidad Agusto Elias, is welcomed to Y&R by J. H. Vaamonde, vp and general manager, Ruben Sotres Diaz, treasurer, Jorge Cardoze, account executive, and Oscar Mata, media and production director.*

Goldin Motley Raymond Todd Lupton

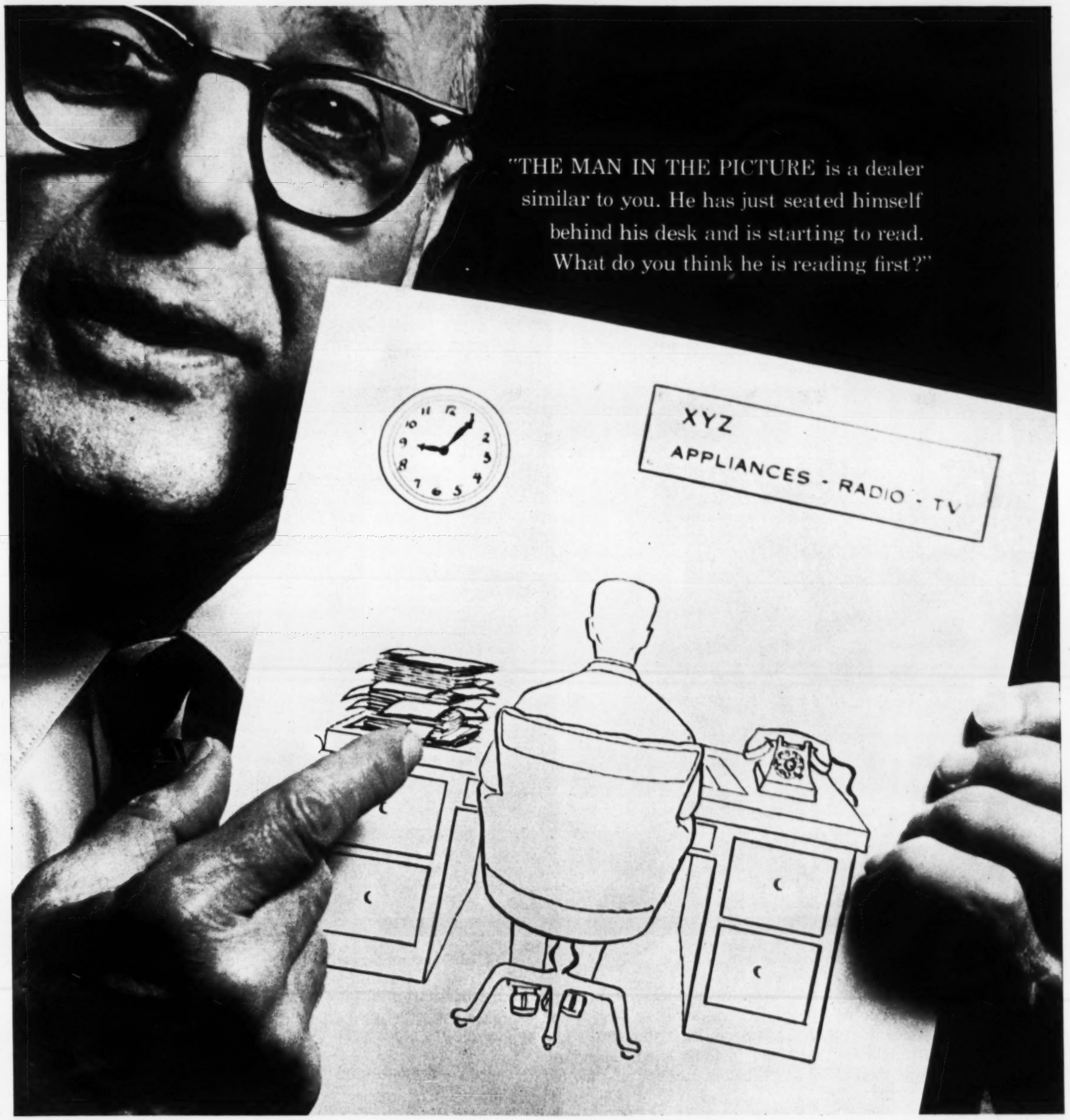
NOTE TRADERS—*Trading notes before a luncheon session of Advertising Women of New York are guest speaker Arthur (Red) Motley, publisher of Parade; Florence Goldin, vp of Grey Advertising Agency; Harriet Raymond, plastics ad director for Celanese Corp.; Jane Todd, deputy commissioner of New York's department of commerce, and John Mather Lupton, president, John Mather Lupton Co.*

Gamble Austad Mrs. Coleman McFerran Coleman

CHATTER—*Meeting each other at the annual convention of the Australian Assn. of Advertising Agencies were Harold Austad, representative to the convention from the New Zealand Assn. of Advertising Agencies; Frederic Gamble, president of the American Assn. of Advertising Agencies; Mr. and Mrs. Loyd Coleman, J. Walter Thompson Co., Australia; W. F. McFerran, McFerran Advertising, Melbourne.*

Clark Hench Brennan

WINNERS—*Ralph W. Hench Jr., vp and ad director of Holiday, is flanked by two see-worthy winners in the magazine's Miss Holiday New York contest. First prize, a trip to Europe, went to Jeanne Brennan, a secretary at Marschalk & Pratt. Jeanine Clark of L. W. Frolich & Co. took second place in the contest.*

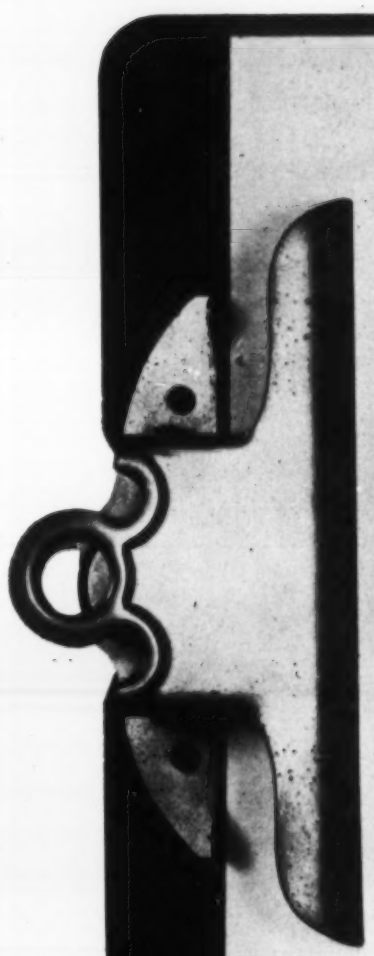

"THE MAN IN THE PICTURE is a dealer similar to you. He has just seated himself behind his desk and is starting to read. What do you think he is reading first?"
XYZ
APPLIANCES - RADIO - TV

This was one of a series of probing questions, developed by a team of psychologists, and put to appliance tv-dealers early this summer. It was all part of a Motivation and Image Study conducted by the A. J. Wood Research Corp. for Home Furnishings Daily. (To insure completely unbiased answers, HFD's sponsorship of this study was not revealed to the dealers . . . or even to the individual interviewers.)

The above question employs what researchers call "the projective technique" . . . that is, it permits the dealer to project himself into the situation, and to reveal what his action or reaction would be. No list of suggested answers or questionnaire was given to the dealers. The dealers' answers were completely "unaided".

for the appliance-tv dealers' answers, turn the page...

Here's how appliance-tv dealers answered the question on the previous page:



QUESTION:

The man in the picture is a dealer similar to you. He has just seated himself behind his desk and is starting to read. What do you think he is reading first?

	% of Appliance-TV Dealers
Local Newspaper	42%
Home Furnishings Daily	32%
Mail, Letters, Bills, Orders	6%
Electrical Merchandising	5%
Mart	3%
Manufacturers Newsletters	2%
Consumer-Business Magazines (Time, Business Week, etc.)	2%
Invoices, Business Forms, etc.	1%
All Other	5%

HFD is proud to run second to "local newspapers" on a question like this! After all, people's personal lives are more important to them than their business lives. It's natural that these dealers should be interested in their local paper for news that affects their roles as husbands, fathers, and members of their community.

But when they turn to thoughts of business . . . look what they turn to first! Home Furnishings Daily! Before the morning mail . . . before bills, invoices, orders. And as for other business publications . . . HFD rates better than 6 times higher than the second publication . . . better than 10 times higher than the third!

There's only one kind of publication that commands such overwhelming reader preference: a publication that gives them across-the-board coverage on *all* the different types of merchandise they're interested in . . . and that gives them this complete coverage while it's still *news* . . . DAILY!

Home Furnishings Daily

The industry's full-coverage daily newspaper!

A FAIRCHILD PUBLICATION • 7 EAST 12TH STREET, NEW YORK 3, N. Y.

NOTE TO ADVERTISERS AND AD AGENCIES: Your HFD representative will be glad to show you additional findings revealed by the A. J. Wood study; let us give you the whole significant story.

Adman in the News ... *Donald S. Frost*

Don Frost has been, at various times in his life, (1) a varsity football player, (2) an air combat intelligence officer, (3) an agency account executive, and (4) an advertising director. He was vp and ad director of Bristol-Myers products division from 1955 until this year, when he was made a vp of the parent Bristol-Myers Co. and a member of the general executive staff.

Now he has been elected chairman of the Assn. of National Advertisers, and he will need the combined talents acquired on all those other jobs to help the association and its members put advertising back in the public's good graces.

Donald Frost

Chairman Frost's first official duty was to read to the assembled members the ANA "call to arms" (*see story on Page* 1), which urged members to make sure advertising is accurate, "including the factual support for its accuracy and the techniques used in its preparation."

■ The current tv quiz scandal made it imperative that ANA issue such a statement, Mr. Frost said, "and enough ANA members were involved so that the statement had to be made to the entire membership. All advertising is going to be related to this [tv quiz scandal] in the eyes of the public, so we felt that the statement was necessary."

"We brought this on ourselves," the new ANA chairman admitted. "First, one advertiser makes a claim for a product in a hard-hitting, competitive field. Then another advertiser—a competitor—goes a little bit further. Pretty soon they both find themselves out-of-bounds—and nobody wants to take the first step backwards.

"Now that advertising has been spotlighted we will have to watch both the claims that we make and how we present them," he added.

Although the association is not set up in such a way as to be able to adopt punitive measures against wayward advertisers, the new chairman told AA that the association "will take more vital and vigorous action if and when it is called for."

■ Mr. Frost listed three objectives he hopes ANA can further:

1. Getting advertisers to "take a damn good look at themselves," and he feels that the tv quiz scandal has triggered just such a movement. "For a long time advertisers have looked at advertising only from the standpoint of what's good for sales. Now it is time for us to take a good look at advertising itself.

"The public tended to be cynical about advertising before, so one of our major jobs is to maintain public confidence."

2. Continuation of Project X, the ANA's program for integrating advertising with management objectives, which was announced at last spring's meeting in Chicago (*see story on Page* 32).

"The reaction to Project X on the part of both management and ANA members has been even better than I thought it would," Mr. Frost said. "We haven't done enough in this area before."

3. Better agency relations. Having been both a company adman and an agency man Don Frost is well qualified to discuss this problem. "I want to make a strong plea for greater understanding between advertisers and agencies," he told AA. "I have always looked on the agency as an extension of the client. But, unfortunately, too many advertising managers in the past have felt that agencies were more interested in collecting commissions than in doing a good advertising job.

"The ANA has done a good job at the company level of increasing cooperation but we still have a lot to do at the management level," he said.

■ Don Frost started up the business ladder in 1933 as a salesman for International Business Machines. He joined Owens-Illinois Glass in '36 and left there in '38 for his first stint in the agency business, joining Young & Rubicam. In '45 he joined Bristol-Myers products division as assistant director of advertising and marketing research. He left B-M in '50, joining Compton Advertising as an account executive. He rejoined the company in '54 as ad director of the products division and was made a vp in '55. And then in July this year he was elevated to his present post.

The new ANA chairman is married to Jane Burr Dailey, a New York City girl, and the Frost family—Don, Jane, and a daughter and son—live in Westport, Conn. #

ONE OF A SERIES SEE P.S.

HOW BIDDLE ADVERTISING LOST HALF OF A $500,000 ACCOUNT

of possible interest to manufacturers considering changing advertising agencies

We recently dropped $250,000 volume because a clever salesman ran us in to a corner where we had to flatly refuse to put a client on television.

This is no reflection on TV. We use it, of course. It is a wonderful medium. But not for everyone—any more than magazines or newspapers are suitable for every advertiser. It was our considered judgment that TV would waste money for this particular advertiser.

We are having no trouble keeping our halos in place. No one even in the privacy of our office has used the word "unethical" in reference to our competitors. We lost the ball temporarily. It is our opinion, however, that had our competitor known the client's affairs as well as we happen to, he would have hesitated to sell him TV. We like to think so, anyhow.

Why did we refuse the business? There were several reasons. For one thing, we believe that bad recommendations come home to roost.

We believe sincerely that the way to build a service business like ours is spend client money like it was our own. And we just plain wouldn't have spent half of a yearly appropriation in 2 weeks on two quarter hour segments of a TV show had it been our money.

The client is quite bright and very successful. He may indeed prove us to be wrong. But if a business like ours can't stand behind its convictions it becomes subservient and eventually ineffective. Besides, it's no fun. About the only good thing we can think of about the present high tax schedule is that it makes a modicum of independence less expensive!

Anyhow we are now open for a new account of similar size or one or two of smaller size with growth potentials, or we could handle a larger one, of course.

Our approach to an advertiser's problem is rather different than most agencies. We think in terms of sales promotion, sales programs, collateral sales tools, dealers' problems, and the like almost as much as we do media. The Biddle men who meet with prospective clients probably will talk more about marketing, distribution, territorial problems, research and other things that concern sales managers than about art and copy. They are, however, strongly backed up by top creative teams.

We are a medium size agency doing $9,500,000. 17 years old. 4 offices. 110 carefully recruited, thoroughly trained staff members. We have prospered, we think, because we have been able to assist most of our clients to get big sales gains. We will work very hard to do the same thing for you.

If you would like an advertising agency that knows how to sell and also one that will voice an opinion when it thinks you are getting ready to throw away some of your money we would be pleased to hear from you. You can call us direct, or if you desire anonymity until you investigate us, ask your attorney to write us for literature about our company and our list of clients. If we get together for a talk, we will not come in with an impressive "show" but will merely expect to get acquainted with you in our first meeting.

Then, if you like the kind of people we have, the way they indicate they would go about handling and servicing your advertising and sales promotion we will make a planned presentation.

P.S. Since the advertisement above appeared, the television programs mentioned have been broadcast. In fairness, it must be said that they had an excellent rating. In this respect we sure as thunder were wrong. However, to pay for them, sales promotion efforts had to be reduced, special vertical industry campaigns, dealer advertising and farm paper advertising were cut sharply or eliminated. Volume suffered. Faith in advertising fell to a low level. The appropriation was cut from $500,000 in '58 to about $150,000 in '59. Question: Should we have spent the man's money for him? We still say not. But we do say this wonderful, exciting and (sometimes) rewarding business is also sometimes silly.

THE BIDDLE COMPANY

Advertising and Sales Promotion

CHICAGO, ILLINOIS *Phone:* Financial 6-9340

DES MOINES, IOWA *Phone:* Cherry 4-9154

KANSAS CITY, MISSOURI *Phone:* Valentine 1-0851

BLOOMINGTON, ILLINOIS *Phone:* 7-6036

HOW TO *PUSH* PREFERENCES

by the millions!

You can push preferences by the millions right into new sales records for your product when you pre-sell the more than 5¾ million heavy-spending families who regularly read FIRST 3 MARKETS GROUP magazines.

Within the pivotal markets of New York, Chicago and Philadelphia – which account for 19% of Total U. S. Effective Buying Income – the competition for consumers' attention and share of spendable income is an important factor in causing family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV to thin out. To produce maximum sales at greatest profit in these huge sales areas, *there is no substitute* for FIRST 3 MARKETS' dominant 55% COVERAGE of all families.

In addition, the finest Rotogravure and Colorgravure reproduction in the FIRST Sections of the FIRST Newspapers of the FIRST 3 Cities assures you maximum package and product EYEdentification.

To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

Feature Section

Advertising Age

Another Case for Long Copy

Are Business People in Politics?

Showmanship Issue in Quizzes

Prize for Best Ad-ecdote

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

The Best of the Month's Commercials . . .

Eye to Eye on Commercial

Each month, Harry W. McMahan, formerly radio-tv director of Leo Burnett Co., producer, director and writer, comments on ten tv commercials which he finds outstanding or worthy of discussion.

It was pleasant to see that the Sleex "Parisian" commercial we picked last month went on to win the Chicago Copywriters Club top award.

More than 175 commercials were in the competition and the over-all level of creativity did the Midwesterners proud.

H. W. McMahan

Among the Chicago agencies represented by 10 or more commercials each, Foote, Cone & Belding scored highest on total average ratings. FC&B's best spots were for Hallmark, Kleenex paper napkins, Delsey, Kool-Aid, Raid, Paper Mate and J-Wax, a goodly array.

Needham, Louis & Brorby was close at hand with several Johnson's Wax spots, Massey-Ferguson tractors (a tough subject, well handled!) Campbell's pork & beans and an Ernie Kovacs' live commercial for Renault. (So good you wondered why this car took its balloons elsewhere.)

■ J. Walter Thompson's Chicago office had winners in 7-Up, Aunt Jemima, and Ken-L-Ration, especially.

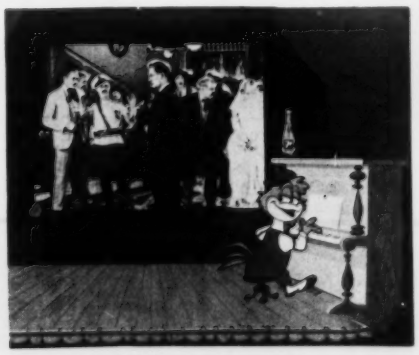
Leo Burnett's best ratings were for Kellogg's, an Allstate live commercial and one of the Marlboro cartoon entries.

Tatham-Laird ranked high on its Mr. Clean series (second in show for individual honors) but less high in the over-all averages.

Fast-Talking 7-Upstart

One of the Chicago winners was "Fresh-Up Freddie." I've never been a thirsty-enough admirer of this 7-Up "bird" in times past. But the new series with old movies looks like a winner. Perhaps the secret is that the somewhat irritating speeded-up voice is here used only intermittently rather than straining to carry a full :60 breakneck track. In small quantities, fine. And the gags with the flickerclips are very funny.

Ray Patin, Hollywood, produced for JWT, Chicago.



Lestoil's Little Brother

Elsewhere, the fall commercials are looking up.

Lestoil's adroit spot-by-spot tv marketing is already tv history and now it remains to be seen what Adell Chemical will do with its new product, Lestare.

The link to Lestoil is solidly established at the start of this new spot, and the animation design and voice-over continue the helpful family resemblance. It's a safe bet this product will fascinate plenty of buy-and-try viewers. It's dry

bleach in a pre-measured packet (both packet and contents dissolve).

Mr. Clean and Handy Andy will be watching anxiously.

Design of the cartoon is by George Cannata, with Lu Guarnier as animation director for Robert Lawrence Productions. Eleanor Miller produced for Jackson Associates, the same agency that built up Lestoil to become America's biggest single tv user.

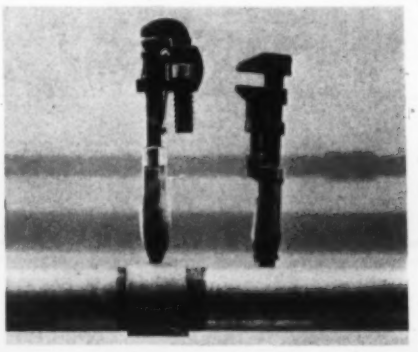
It's Such a Comfort

Greyhound Bus has been pretty sharp in tv since they allied themselves with the agency that shares its first syllable for a name. There was that pup that grew up, "Leave the Driving to Us" jingle, the shrewd use of Steve Allen and some exceptionally well-staged film commercials.

■ Now comes Grey's tv attempt to sell Greyhound Charter Service and it's a switch. Here's a fun commercial built around a club meeting and laughably amateurish home movie films of their Greyhound outing. Delightful. Very human. And copy points are tucked in neatly among the corny comments of the club members. Klaeger produced from Bob Kirschbaum's script.

One viewer, on seeing it, did a double-take at the finish and asked rather innocently, "Is that a commercial?"

It is, for my money.



Meantime, Back at the Wrench

Like that pun, so much of the so-called humor in television commercials is a second cousin relation. That is, it is related—not to the selling situation—but only to a character who is then going to say or do something remotely related to the product.

■ It's good to see a really uproarious situation that gets directly at the sales point. That describes the plumber's wrench spot for Drano, one of the best examples of pertinent humor in commercials of this or any other year. The two wrenches talk in stop motion. (They're out of work now that Drano's on the job.) This opening scene is a stopper and sets the scene in less time than it takes to tell it. The selling story then moves directly to the point with other visuals. One especially good graphic is achieved with a plastic "X-ray" drainpipe for the demonstration of the product in use. This could have been a pretty nauseous thing with a less happy opening, I fear.

Sarra Inc., New York, did the spot, with Bob Genness doing the stop motion sequence. Agency: Young & Rubicam.

Johnson's Multi-Product Job Again

I don't think Frank Stanton would approve this completely rehearsed takeoff on "Person to Person," but Johnson's Wax does it without disclaimer. And there's no fraud, for sure!

Featuring "Mr. Bascomb Bee," this commercial repeats a formula that Needham, Louis & Brorby executed successfully once before, about three years ago, for this same sponsor. Generally, it's tough to make a multi-product spot, but this one again does a good all-'round wrap-up on Glo-Coat, J-Wax, Raid and a few more of the Racine relatives.

Animation, Hollywood, produced for NL&B.

Max Factor Flames the Fans

I'd love to see what Dr. Richter, Dr. Herzog, Dr. Levy and the other motivation researchers might have to say about this new Max Factor commercial on Goldfire lipstick.

Me, I think it's a sizzler. Of course, men are hardly reliable judges on what *new* treatments might move the women to cosmetics, but I have a hunch this one will really fan the flames—and vice versa. It opens with a goddess sort of gal pouring magic potion on the fire. From then on emotions burn brightly. Goldfire! Jerry Fairbanks, Hollywood, did the intricate production job, and it must have been almost too hot to handle.

Maybe the motivational which-doctors could tell what's so right about this commercial—or so wrong about me . . .

Gasoline 'Road Tests' Tape

On the subject of tape, mobile equipment is beginning to roll all over these days. More than 20 companies are in the field—6 new ones the last two months. In Detroit a couple of weeks ago I saw W. B. Doner's new series for Speedway 79. Production by Giantview Television Network, Detroit-based mobile tape producer, was surprisingly smooth in the difficult running shots. The theme of the commercial is competitive gasoline "road tests" over landmark Detroit streets and past Speedway stations.

Doner reports the five one-minute

spots taped, start to finish, on the various locations in a single day. Giantview is the same production unit that taped the recent Crest commercials in Bloomington, Ind., for "What Makes Sammy Run?".

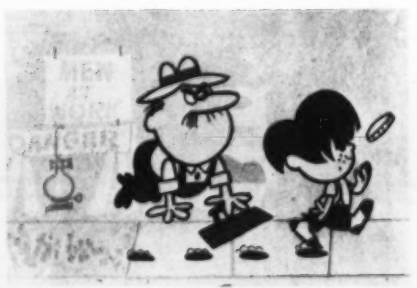
some of the commercials, Red Grange joins to read the teleprompter, but seems to experience some difficulty running around right end.

More interesting: the good production values in the series. It's one of the new video tape jobs done by Elliot-Unger-Elliot, New York.

Dull Cutting Edge

"So safe you can shave in the shower" may not be the sharpest safety razor campaign you ever heard, but at least the electrics can't say it!

This is the new Schick series for NCAA football. Bud Palmer is the smooth-cheeked salesman who does the best he can with copy by Compton. In



The Poop on Goobers

Among the better animation spots completed on the other Coast lately is one for Goobers. It's the confection of Wermen & Schoor, Philadelphia agency for Blumenthal Bros. Chocolate Co. and the cartoon design is by Jacques Dufour of Bill Sturm Studios Inc. Crestes Calpini animated.

The Goobers spot is a good example of thoughtful budgeting, too. By simple editing revisions it also serves for another product of the same company: Raisinets.

Face Values in Cartoon

I'm a pushover for animators who can fill the screen with just a cartoon face and then make it move with such engaging exaggerations of life that no extraneous gags or tricks are needed. Not many cartoonists can make it come off.

I think maybe the Heinz Worcestershire Sauce "Fluff" commercial—with that harassed announcer—was one of the first to do this so successfully. Most of its humor came strictly from the facial reactions to the situations. Now, the same sort of monkeyshines go on in a small way in a new Bisquick spot. It's all about a little girl in mama's dress and some winning things she has to say for Bisquick, beginning: "If I were a mama, I'd cook all day . . . " Quartet, Hollywood, produced for Knox Reeves. Art Babbitt is the man who made both Heinz and this pay off at face value. #

On the Merchandising Front . . .

An Open Letter to George Romney, President of American Motors

By E. B. Weiss

You have been for several years one of my very special, and I might add very few, objects of great admiration in the world of marketing. Therefore, this open letter to you is not at all the type of vitriolic comments that I may too customarily pen. Instead this is really more in the nature of an appeal—an appeal to clear up what may be more than a bit of confusion in the marketing of the Rambler line.

E. B. Weiss

I was exposed to this confusion quite recently when I decided to buy a Rambler as a second car. (I should add at this point that we have since placed an order for a 1960 Rambler which I hope and expect will be delivered before this column appears in print.)

■ The matter of confusion arose immediately upon walking into a Rambler agency. I did not know too much about the Rambler line as a line—I simply knew that I wanted a Rambler.

As a consequence, when I walked in and remarked to the salesman that I thought I was interested in a Rambler I was a bit dismayed when the salesman, in the helpful way that the automobile salesman has, fired at me the question, "Which Rambler do you want?"

As I remarked, I thought that the Rambler is a Rambler, is a Rambler. I promptly found out, however, that the salesman wanted me to tell him whether I was interested in the Rambler American, or the Rambler Metropolitan. I proceeded to inform him that I was not at all interested in the American or the Metropolitan. Then continuing the typical helpful posture of the autmobile salesman he fired at me, "Well, which Rambler *do* you want?"

■ Since it apparently was my function to help clear up the confusion, I got the seemingly bright idea that I imagined what I was after was a Rambler Rambler. To my amazement that really did help to dispel the fog—and I found out then and there that when one walked into a Rambler agency and inquired about a Rambler, the salesman had no notion what was being referred to.

About the time the salesman and I began to see eye to eye, I was thrown back into another sea of confusion. We had both agreed that what I was after was a "Rambler Rambler." Now he wanted to know whether I would want the Deluxe model in the "Rambler Rambler." Being obviously very naive, I remarked that I assumed the Deluxe "Rambler Rambler" was probably loaded down with chrome and with gadgets and that I really didn't think I wanted the top of the line.

■ With the withering look that is also so common among so many automobile salesmen I was immediately informed that the Deluxe model was the *bottom* of the line. This rather flabbergasted me. After I had recovered from this astonishing piece of news, as well as from the salesman's haughty demeanor, I somewhat faintly inquired, "What is the middle of the line?"

At this point I was really thrown for a loss because the salesman condescended to tell me that the Super was a step *above* the Deluxe. I thought to myself that this bit of topsy-turvey semantics would unquestionably get old Daniel Webster turning over in his grave. However, I concluded that the salesman would not appreciate this poor attempt at humor and left the semantics strictly alone.

■ Ultimately, I found out there was also a Custom series—but after we got straightened out, both the salesman and I concluded that what I wanted was a "Rambler Rambler" in the Super series.

Of course, I will have to do a lot of explaining to family and friends who will automatically conclude that the Super series is the bottom of the line. I may also have a bit of trouble in getting people to understand that a Rambler is always a Rambler, and yet it may not be a Rambler if it is a Rambler American or a Rambler Metropolitan—but is really only a Rambler when it is a "Rambler Rambler."

As a matter of fact, I am not clear at the moment whether the Ambassador is a Rambler, or a Rambler Rambler Ambassador, or some very unlikely combination of American and Metropolitan and Ambassador.

■ All of this still more firmly convinces me that the American public has a truly astonishing shopping ability, despite this jungle of brand and line nomenclature.

American Motors, I know, has done magnificently well and I really take a personal pride in your accomplishments because in this column and elsewhere over the last several years I have been consistently challenging the Big Three to recognize the growing demand for a fine compact car. #

Tips for the Production Man . . .

Something Borrowed, Something New

By Kenneth B. Butler

New Typographer's Digest

A new publication, to be distributed and sponsored by various cooperating typesetting firms, is making its bow. It is called "T. D . . . Typographer's Digest" and is published quarterly by W. C. Stremic, 134 N. 13th Street, Philadelphia 7. Its purpose is to keep buyers of composition informed about current typographic ideas.

The initial issue has a story on the new modern art philosophy in type design, written by Freeman Craw, art director and type designer. Other interesting stories are "The Graveyard of Private Types," "How Big is 10 Point?" and "How to Choose Best Type for Surprints."

Wanna Smell Good?

In case you are interested in sending out a promotion piece that adds a new dimension—fragrance—there is a company which can produce almost 98% of any fragrance or odor desired, including, presumably, that "new car smell." Their method is called "Milo-Scent" and they specifically mention floral fragrances,

color, mass and motion

Full color moves merchandise, especially packaged food products which depend on eye appeal for shopper's identification. R.O.P. color multiplies motion by the mass circulation of newspapers with concentrated readership in metropolitan and suburban markets. Selling through supermarkets requires the kind of *supermarketing* . . . the tremendous impact of dominating color, mass, and motion . . . that is now given to national advertisers by the hundreds of American newspapers that have developed the mass selling technique of R.O.P. color.

Ever since the birth of ROP color, C M & H has pioneered one basic idea of full color reproduction . . . the idea that art should be prepared *specifically* for ROP to get the full selling impact of this unique medium. C M & H full color plates for ROP are made to get maximum reproductive value from art copy, and are proved to newspaper specifications for *precision* ROP printing. This is why advertisers and agencies from coast to coast turn to C M & H for top-quality photoengravings for full ROP color.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

field fragrances, food, drink and spice flavors.

If you want to investigate the idea of selling by smelling, write Paper Converting & Finishing Co., 1101 S. Kilbourn Ave., Chicago 24.

Colored Paper as Second Color

Two-tone color effects on printed advertising, using only one color of ink, continues to be a favorite method of securing design impact at moderate cost. Colored paper stock provides one of the colors . . . a single press run using a color of ink chosen for its contrast or compatibility completing the picture.

Some current effective examples show brown ink on pink stock . . . really nice. Other interesting color combinations noted:

- Brown ink on canary stock—flag blue on gray stock—flag blue on pink stock—navy blue ink on yellow stock—forest green ink on light green stock.

Multi-color effects can be achieved by screening down the solid ink color into a variety of tones.

Beckett Paper Co., Hamilton, O., has an excellent packet which contains printed samples. We understand through their agency, Rowe & Wyman of Cincinnati, that they are preparing a revised edition, soon to be available.

Ad Resembles Glossy Photo

One of the most compelling advertisements I've come across in some time was that employed by the MCA TV Film Syndicate to exploit its film, "Going My Way," in the Sept. 28 issue of *Broadcasting*

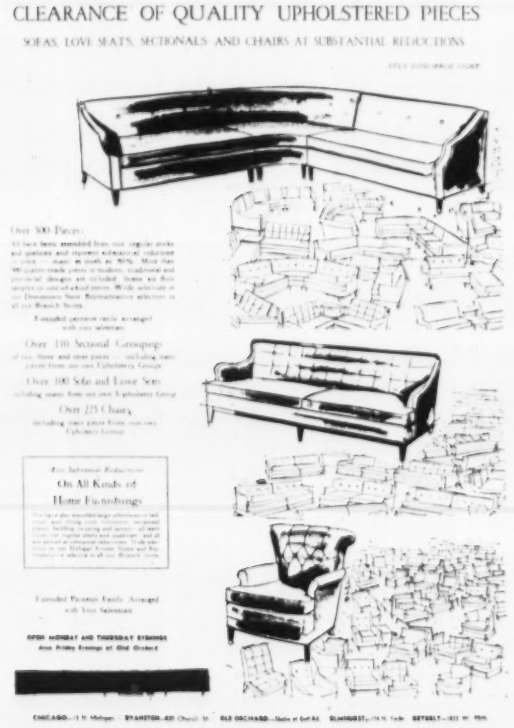
The top side of the single sheet insert was devoted entirely to an imitation photograph, with the noteworthy aspect being that the imitation was so successful a job that I had to inspect it with a magnifying glass to confirm my conviction that it *was* an imitation.

- Stock used was of the same weight normally employed in making 8x10 glossy prints, and the large off-black and white halftone was positioned on the page with a normal photographic border. The clincher, however, was a heavy acetate lamination (on the top side only).

The reverse side, in two colors, simply called attention to the motion picture's tv performance record and the syndicate.

Lamination is far from new to the printing industry but I can not recall having seen it used in so unusual a fashion. It's a top-notch job all around and of equal credit to the idea men and production men involved. #

Learning from the Retail Ads . . .

The 'We'd Rather Be in the Wholesale Business' Ad

CLEARANCE OF QUALITY UPHOLSTERED PIECES
SOFAS, LOVE SEATS, SECTIONALS AND CHAIRS AT SUBSTANTIAL REDUCTIONS
Over 300 Pieces
Over 100 Sectional Groupings
Over 100 Sofa and Love Seats
Over 225 Chairs
On All Kinds of
Home Furnishings
OPEN MONDAY AND THURSDAY EVENINGS

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

When you're in the wholesale business and the people to whom you sell know merchandise pretty well, all you have to do is list items. You don't have to "weave any dream" about the merchandise—you don't have to "warm prospects up" emotionally. You don't have to translate specifications into "benefits." You may talk of profits to be made, if you're smart, but the known merchandise doesn't require anything but adequate identification.

A store that runs an ad like this might better be in the wholesale field. There is obviously not the slightest sensitivity here to the desires and aspirations and dreams of home-makers. Just a chance to buy at "substantial reductions."

- Copy itself reads like an outline to merchants who are thoroughly familiar with the merchandise and are indifferent to it except that they need to know what is being offered. It evidences no concern for the significance of the merchandise to the human beings who will utimately possess it. (If they ever do, it will be *only* because it means more to them than a price reduction, which is the only reason here suggested for purchase.)

Millions upon millions of dollars have been spent to find out what makes sales talks and advertising messages sell. Little of the fruits of that research is ever used by thousands of prominent stores. The stores nevertheless make money. Not nearly as much, however, as they could make with advertising that was both engagingly interesting and persuasive.

This ad looks like and sounds like a dealer talking to dealers.

Naturally, in a paper with vast circulation, signed by a good store name, the ad will get some results. But the end objective of advertising should not be to get SOME results, but ALL POSSIBLE RESULTS for the money spent.

Have you a neighbor who has recently bought a new piece of furniture? Ask her to tell you all about it. Why did she like it? Why did she buy it?

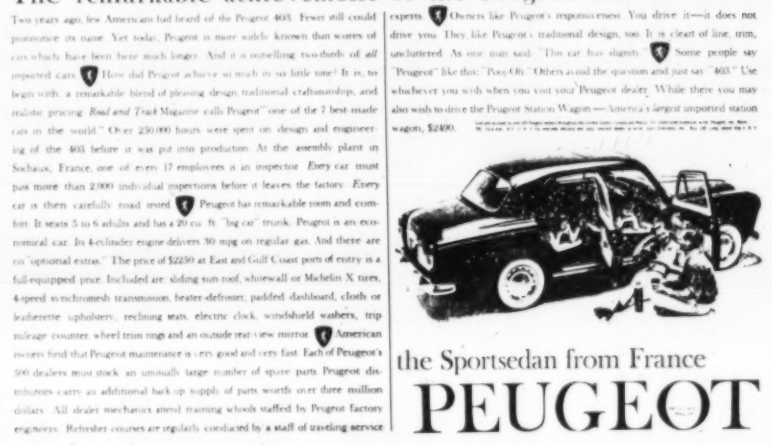
If she is a representative specimen of the women men marry, I'll eat a chair at high noon on top of the Empire State Bldg. antenna (a hungry columnist), if she talks in terms of what this ad says. "Oh, I bought it because it was one of a group assembled from the store's regular stocks at a substantial reduction in price."

- I am not criticizing the store for having included such copy. I am saying flatly that they would sell lots more furniture if they made only *one* of their appeals.

Most merchants believe price is the first consideration in people's purchases. I don't suppose price is *ever* the first consideration, unless it be on very insignificant, inconsequential merchandise. But it *is* almost always the second consideration. The first, of course, is: "What will it do for me?" #

The Creative Man's Corner . . .

A Case for Long Copy


The remarkable achievement of the Peugeot 403
Two years ago, few Americans had heard of the Peugeot 403. Fewer still could pronounce its name. Yet today, Peugeot is more widely known than scores of cars which have been here much longer. And it is outselling two-thirds of all imported cars. How did Peugeot achieve so much in so little time? It is, to begin with, a remarkable blend of pleasing design, traditional craftsmanship, and realistic pricing. Road and Track Magazine calls Peugeot "one of the 7 best-made cars in the world." Over 250,000 hours were spent on design and engineering of the 403 before it was put into production. At the assembly plant in Sochaux, France, one of every 17 employees is an inspector. Every car must pass more than 2,000 individual inspections before it leaves the factory. Every car is then carefully road tested. Peugeot has remarkable room and comfort. It seats 5 to 6 adults and has a 20 cu. ft. "big car" trunk. Peugeot is an economical car. Its 4-cylinder engine delivers 30 mpg on regular gas. And there are no "optional extras." The price of $2250 at East and Gulf Coast ports of entry is a full-equipped price. Included are: sliding sun-roof, whitewall or Michelin X tires, 4-speed synchromesh transmission, heater-defroster, padded dashboard, cloth or leatherette upholstery, reclining seats, electric clock, windshield washers, trip mileage counter, wheel trim rings and an outside rear-view mirror. American owners find that Peugeot maintenance is very good and very fast. Each of Peugeot's 500 dealers must stock an unusually large number of spare parts. Peugeot distributors carry an additional back-up supply of parts worth over three million dollars. All dealer mechanics attend training schools staffed by Peugeot factory engineers. Refresher courses are regularly conducted by a staff of traveling service experts. Owners like Peugeot's responsiveness. You drive it—it does not drive you. They like Peugeot's traditional design, too. It is clean of line, trim, uncluttered. As one man said: "This car has dignity." Some people say "Peugeot" like this: "Poo Oh." Others avoid the question and just say "403." Use whichever you wish when you visit your Peugeot dealer. While there you may also wish to drive the Peugeot Station Wagon—America's largest imported station wagon, $2400.
the Sportsedan from France
PEUGEOT

Many times when we have heard people say, "Keep the copy short—people don't read long copy," we have wondered if those who voice this completely untrue generality do not do so because of the trite character of so many advertisements, if not the majority of them. In conversation, an interesting talker seldom holds forth too long. And certainly if an advertisement has something of interest to say, so long as it sticks to the facts and presents them simply and clearly, it will titillate and hold the reader—particularly the reader who is close to being or already in the market for the product it describes.

This advertisement for Peugeot—the Peugeot 403—is an excellent case in point. The Peugeot story could not be told very well with short copy, just as the Peugeot itself could not be made properly in too short a time. Peugeot craftsmen (according to the copy) give every car more than 2,000 inspections before it leaves the factory. And one out of every 17 employes is an inspector. "The price of $2,250 at East and Gulf Coast ports of entry," the copy explains, "is a full-equipped price. Included are: sliding sun-roof, whitewall or Michelin X tires, four-speed syncromesh transmission, heater-defroster, padded dashboard, cloth or leatherette upholstery, reclining seats, electric clock, windshield washers, trip mileage counter, wheel trim rings and an outside rear-view mirror." How much more explicit (and persuasive) this is than "Fully equipped."

Long copy is often defended with Lincoln's famous statement that a man's legs should be long enough to reach the ground. If this means getting down to basic facts, we submit it is most apt—and we submit, in addition, that this Peugeot ad is a splendid case for long copy. #

Employe Communications . . .

Are Business People in Politics?

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

At a recent conference on business and politics (one of many being held these days), a specialist in opinion polling unreeled some noteworthy discoveries.

Walter G. Barlow, vp of Opinion Research Corp., in prefacing his report, wisely noted that the word politics has

Who Reads CHICAGO's *new* AMERICAN?

"I do," says George Halas

George Halas, owner and head coach of the Chicago Bears, is a native Chicagoan whose outstanding coaching leadership has produced a lifetime record of 382 victories, 27 ties and only 121 defeats. Mr. Halas is pictured diagraming an offensive maneuver to outstanding backfield men Willie Galimore and Rick Casares.

". . . and so do Willie Galimore, Rick Casares and the rest of our players and coaches. We like the American's sport pages because they are lively and interesting . . . loaded with inside angles the average fan wants to read about.

"Sports Editor Leo Fischer and his staff know sports. Reading their write-ups of any sports event makes you feel you've been there—sharing every exciting play. Another thing we appreciate is the way these fellows don't pull any punches. When they feel you've got criticism coming, you get it.

"Knowing fine writers like Warren Brown, Bill Gleason, Wendell Smith, Jim Enright, Bob Glass, Tommy Kouzmanoff and the rest, it's no surprise to us that the whole Chicago's American is a bang-up newspaper."

George Halas

CHICAGO's *new* AMERICAN

a "wide range of meaning" but that, in the broad sense, "we're talking about the extent to which the business man participates in and influences the science and art of government."

It was the Barlow opinion that, on both counts, it wasn't much. Here are some results from a nationwide survey of business, large and small, as submitted by the pollster: On a nationwide basis, 51% of business men have never written the men who represent them in Washington; 55% have never suggested to anyone else that he get in touch with Congress, and 69% have never spoken with their Washington representatives about legislation.

■ This is the audience which is presumably getting lathered up over the prospect of becoming precinct captains over night. In this connection, Mr. Barlow noted that "one of the factors that has kept the business man from being more active in the political arena has been fear or feelings of inferiority about his ability to operate in this sphere with public acceptance." He goes on to say that "actually the climate of opinion for the business man in politics is much more permissive than business men themselves have been led to assume. Vast numbers of the public, by far the great majority in all walks of life, welcome the idea of the business man's participating in public affairs."

If the business men testing the political waters needs a call of "Come on in, the water's fine!", he should weigh the following Barlow statistic: To the question, "Do you approve of appointing outstanding labor union leaders to government posts . . . outstanding business leaders?" 39% of the general public approved of union leaders in such roles, but 70% approved of business leaders in the government posts.

■ A few of the crusaders of industry who are already getting into politics are finding particular truth in one statement Barlow made: "A lot of things have happened in our nation since the thirties, aside from rising prosperity. For one, we have a much higher level of education among the audience politicans are addressing themselves to." In just the short time since 1940, he pointed out, that part of the public with a grade school education has gone from the majority to a minority. There are more people today, in short, who are "willing and able to think for themselves and hence, are less likely to be guided and motivated by outdated stereotypes."

The Barlow talk for the most part provided the sort of encouragement business men want and need. If they are going to become politically active between now and November, 1960, they need all the persuasive nods possible.

It wasn't in the Barlow speech but, had the announcement been made by that time, it probably would have been—as Prod No. 1. It was a headline in *The Wall Street Journal* which read: "Teamsters Move to Set Up a Political Unit On National Scale, Await Hoffa Blueprint." That might have helped. #

BIZ QUIZ

Lester Leber

Compiled by Lester Leber

How much do you know? Or how good are you at guessing? Answers on Page 108.

1. Largest retail operation in dollar sales is
   (A) A & P (B) Sears (C) Woolworth
2. World's most heavily advertised single product is
   (A) Coca-Cola (B) Kodak (C) Chevrolet
3. During the next ten years our population will increase 15%. The age bracket with greatest expansion will be
   (A) 10 to 19 (B) 20 to 29 (C) 30 to 39
4. Total outlay for advertising in the U. S. is
   (A) $10 billion (B) $11 billion (C) $12 billion
5. According to the president of the world's largest advertising agency, the most important service rendered by agencies is
   (A) Creativity (B) Marketing (C) Research
6. Number of tv stations in the U. S. is
   (A) 100 (B) 500 (C) 1,000
7. On the average the percentage of Americans who watch tv is
   (A) 60% (B) 70% (C) 80%
8. Number of daily newspapers in the U. S. is
   (A) 1,000 (B) 1,750 (C) 2,500
9. In their circulation areas metropolitan daily papers reach the following percentage of families
   (A) 60% (B) 70% (C) 80%
10. Largest advertiser in business publications is
    (A) Du Pont (B) General Motors (C) General Electric
11. With the Continental style established as the men's clothing industry's most important fashion change in many years, it is expected to account for the following share of next Spring's suit production
    (A) 10% (B) 25% (C) 50%
12. In 1990 the nation's business and financial capital will be
    (A) New York (B) Chicago (C) Los Angeles
13. State with largest per capita personal income is
    (A) California (B) Connecticut (C) New York
14. Leading state for sales of imported cars is
    (A) California (B) New York (C) Florida
15. Occupation that most Americans would like to see their sons enter is
    (A) Science (B) Business (C) Medicine
16. "If a magazine is to be vital, I think it must deal rather frequently with dangerous material—material which may bring in a wave of subscription cancellations or even result in troublesome and expensive lawsuits." This statement was made by
    (A) An editor (B) An agency man (C) A professor
17. Winner in a survey that asked people to name the "three most important things that you now have in your home" was
    (A) Tv set (B) Refrigerator (C) Stove
18. Annual sales of illicit liquor are estimated at
    (A) $1 million (B) $10 million (C) $1 billion
19. Number of Americans owning shares of public corporations is
    (A) 5 million (B) 12.5 million (C) 25 million
20. Cost of having a detail man visit one doctor on behalf of a pharmaceutical product is
    (A) $1 (B) $5 (C) $10

The Peeled Eye Department . . .

Should Compact Cars Be Washed in Condensed Milk?

By Dick Neff

Or Would Some of that Li'l Ol' Branch Water Do?

Last week, while in New Orleans to attend the AFA 7th District convention," writes Hugh Collett, executive assistant to the president of the Advertising Federation of America, "I happened across a bit of advertising which indicates the auto ad push is spilling over to service stations.

Dick Neff

"A junior panel billboard beside the service station proclaims: 'We bathe foreign cars with "imported" water.'

"Three brightly painted oil drums were lined up in front of the sign. Their contents were identified, respectively, as 'Thames Water,' 'Rhine Wasser,' and 'Eau de la Seine.'

"Just imagine: a really up-to-date station will have to add a fourth barrel to put in a supply of Detroit River Water!

". . . The station is located on Tulane Ave., about four blocks north of S. Rampart St."

Shocking Advertising

Speaking of live wires, Janet Spero passed another want ad on to us with this comment:

"I found this paper stuffed in with some olive questionnaires sent to me from San Francisco.

"While reading it I got some electric shocks like one circled in red. I could almost see the sparks flying."

The want ad:

> FOR RENT— 1 bedroom apartment, all electric, furnished or unfurnished . . . Phone UL. 4-3313.

Overheard at the Water Cooler:

Barry Wilson's vest pocket description of the new Guggenheim Museum designed by Frank Lloyd Wright: "A great place for Adler to sell one shoe."

$25 for Best Ad-ecdote

$25 will be paid to the writer of the best advertising anecdote mailed to the Peeled Eye by Dec. 31. All entries will remain the property of the Peeled Eye. If two or more people send in the same story, best phrasing will win.

Attention, Live Wires!

Unhappy in your work? Looking for a chance to make some really big money?

Then read this want ad from the *News*, Lima, O., sent to us by Jim Larkins, copy chief at Central Advertising Agency in Lima.

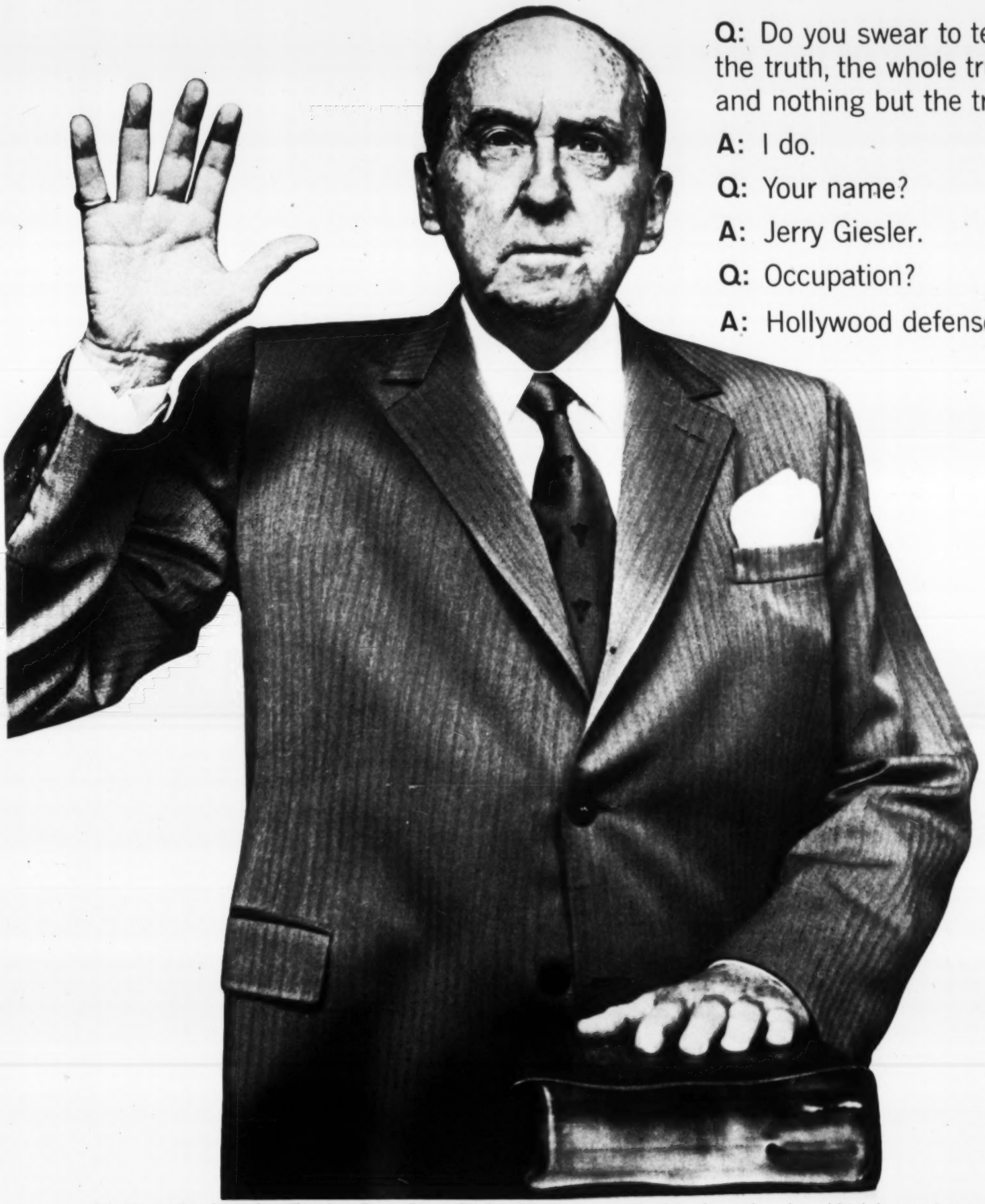
> We want live wires who are not satisfied with less than $1.50 per week, have a car, and want security. Apply 212 Masonic Building. 9 am to 2 pm, Monday-Friday.

Says Mr. Larkins:

"I get a mental picture of the employer addressing his prospective 'live wire': 'A nickle an hour may not *sound* like much—but the *opportunity*, my boy, is boundless!' "

Step Right This Way

"Get away from it all," urges the *New York News* in a recent circulation promotion ad, while in the next column, Frank E. Campbell, an outfit that also has a keen professional interest in, er, circulation, suggests a way to do it. #



Q: Do you swear to tell the truth, the whole truth and nothing but the truth?

A: I do.

Q: Your name?

A: Jerry Giesler.

Q: Occupation?

A: Hollywood defense lawyer.

In this week's Saturday Evening Post, Jerry Giesler – Hollywood's famous defense lawyer – takes the stand in the first of an eight-part series on the sensational trials and troubles of his Hollywood clients. His star exhibits: Errol Flynn, Charlie Chaplin, Lana Turner, Robert Mitchum, Lili St. Cyr and Walter Wanger.

You'll find out how "Get me Giesler" has become the frenzied cry of almost every Hollywood star in trouble. Why Giesler says: "Sex is not only one of the facts of life; with me it's been the most prevalent fact of legal strife." And you'll learn what Giesler's *personal* feelings are about his glittering clients and cases that have been making headlines for three decades.

Every single week the Post is jam-packed with exciting fiction, facts and fun. You get the low-down on the hi-jinx of glamorous celebs . . . the background on front-page headlines . . . the deep-down thoughts of high-brow scholars (in "Adventures of the Mind"). You get all this – *plus* the wonderful world of Post fiction. (John O'Hara, Paul Gallico and Norman Reilly Raine write in next week's issue.)

The Post has vitality . . . versatility . . . variety. No wonder a blue-ribbon jury of millions of Influential readers agrees it's the most exciting magazine in the general-weekly field.

A CURTIS MAGAZINE

Salesense in Advertising . . .

I Am Astounded

By James D. Woolf
Creative Consultant

How many of *Life's* more than 27,000,000 readers are aware of the special virtues of Woolite cold water soap? I don't pretend to know, but I'll wager that the degree of awareness isn't overwhelming.

James D. Woolf

I conducted a little Gallup in my neighborhood, and found only three families who *occasionally* used the product.

The Woolite full page shown here (*Life*, Oct. 26) astounds me. In my book it is a complete zero. It violates every principle of good advertising that I believe in. It contains not a single word of copy, is completely noninformative. It makes no attempt to tell exactly what the product is and gives no slightest hint concerning how it will benefit the consumer. The illustration—which is supposed to be amusing, I guess—is totally meaningless and has no sensible relationship to the product. In fact, I can't imagine what the picture, which occupies nearly 100% of the space, is supposed to accomplish.

▪ Although Woolite is a quality product and very expensive, the couple in the illustration look as if they live on the wrong side of the tracks. Certainly it is true that we tend to ape our betters, which is why practically all advertising illustrations feature attractive, glamorous, well-to-do people. The potent appeal of supposedly superior, sophisticated people has been proved time and again by successful advertisers. The average American can neither admire nor emulate others in whom he sees portrayed his own inferiorities and modest status. I fail to see how the unalluring, unappetizing couple in the illustration can possibly contribute one iota of a feeling of quality to Woolite cold water soap.

I happen to know that Woolite is an excellent product and has a good story to tell. It is strange that a group of otherwise sensible business men would hand over a small fortune to run this vacuous page in *Life*. It can only mean, I suspect, a lack of faith in the common sense and intelligence of the consuming public. And perhaps, at bottom, a lack of faith in the power of informative advertising.

▪ In the same issue of *Life* I find a page ad of a competitive product, Royal Woolyn. This page explains fully what the product is and what it will do for the consumer. I recommend it to students of advertising. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available for five days' approval.

Looking at Radio and Television . . .

Showmanship Issue in Quizzes

The following comments on The Great Quiz Show Rumpus express a viewpoint in opposition to that generally appearing in the public prints. The opinions expressed are those of the writer. AA does not agree with many of them.

By the Eye and Ear Man

Is there some place right now an alert advertiser who is getting ready to come up with a brand new quiz program? When the shows are staged with showmanship, polish and ingenuity, this category has always been very popular with a large segment of the audience. Among their loyal fans are the stay-at-homes who use the games to test their own knowledge and mental agility against the players on the screen.

This column does not believe in dishonesty, bribery or other skullduggery which might tend to corrupt the public morals. But it does support tv programs with sound entertainment and informational values.

While most people are busy casting the second and third as well as the first stone, we would like to call attention to these points:

• The packagers of the now disgraced "Twenty-One" took an impossible time period opposite the then "unbeatable" comedy, "I Love Lucy," and filled it with a hit show that brought hours of excitement into millions of homes. If they had merely brought on a bunch of bright, but uninteresting people playing the game, like amateur night in the suburbs, would they have had a prayer—or would they have been canceled posthaste for lack of interest?

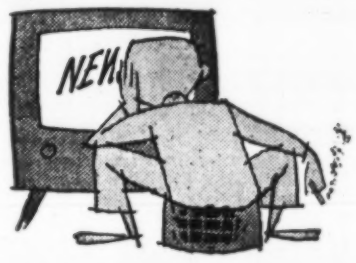
• If the producers of this program "did wrong," as their inquisitors charge, it was because they believed in showmanship with all their hearts. It did not occur to them that the poetic licenses of showmanship could be construed as fraud.

• So what specific damage was done—and to whom? A lot of "little people" who were bright, even if not as abnormally bright as they seemed perhaps, got prominence and money. People at home got the thrill of a contest, even if it was as ersatz as a wrestling match, in some instances. Advertisers got mass circulation and a Santa Claus aura. And television, which is so short on information fare, was able to schedule information programs of a sort in peak periods with no loss of audience to the hard-hitting competition. To all appearances the results were happy until a disgruntled contestant decided he hadn't made enough money on the show. Why was his righteous ire so late in rising?

• Is the end of this hassle to be fewer quiz information shows—to be replaced undoubtedly by more violent crime and western telecasts? The next step may be for Congress to appoint some do-gooders to control programs; then watch out, chum, you are going to be watching "Our Feathered Friends and How to Care for Them in Winter," a lecture by Irma Uppington.

A great many people in the industry are already deploring the fact that one of its most respected network executives has "fallen into the trap," as they see the move, of totally eliminating big money and luxury prize quiz shows and making a naive edict that amateurs should appear to be what they are, unrehearsed, and that there will be no canned laughter.

Many pros in production insist that an amateur generally freezes up, rambles incoherently or never gets to the point unless he is carefully rehearsed from a script based on his story. Many of these same pros insist that a comedy show will not play to two people in their own living room without the artificial stimulation of laughter relative to what they would get in a crowded theater. The hollowest sound in the world of entertainment is a laugh show with no laugh track.



As P. T. Barnum, and all his predecessors and successors can attest, all entertainment involves a degree of illusion, preparation and staging. The man who is stabbed and dies in a play doesn't really die, of course. A good solid arrangement with instrumentation in just the right spots can do a great deal for a weak singing voice. The quiz contestants worked hard to make the games fun—and successfully so—and if cram they did, they did it well to remain in control and come up with the answers in front of the audience and cameras.

Certainly we should not have dishonesty or people "taking a dive" or perjury in the tv business. But there is a thin line wherein the show is the thing and certain licenses must be taken to put on a good show. If there is legislation against showmanship, heaven help us; the "Big Brother" dullness to follow will make Russian television exciting by contrast.

▪ For the moment we have mainly confusion with the cleanup drive being pushed to absurd lengths in some cases. To us it seems a good bet that some courageous advertiser will be readying a game show that he will put on as soon as the smoke dies down a bit. This assumes that ABC or NBC would be willing to carry the program. #

BIZ QUIZ

Answers to the questions on Page 106

1. **(A)** The food chains really move tonnage. A&P does over $5 billion annually. Sears chalks up $3.7 billion. Woolworth rings the cash register for $864,000,000.

2. **(A)** Coca-Cola claims the honor of outspending any other brand with a worldwide advertising total of $40,000,000.

3. **(B)** The group that does most of the family-forming will take a 40% jump, leading some economists to predict the greatest boom in U. S. history.

4. **(B)** Paul B. West, Assn. of National Advertisers, estimates annual outlay for advertising at nearly $11 billion.

5. **(A)** Norman H. Strouse of J. Walter Thompson says, "Creativity is the one major ad agency service the client usually cannot perform for himself."

6. **(B)** There are 554 stations on the air plus 34 operated by the military forces overseas.

7. **(C)** Tv reaches 82.7% of all people on an average day. (69.9% of men, 78.4% of women, 99.9% of children.)

8. **(B)** U. S. dailies have gone from 2,461 in the peak year of 1916 to about 1,750 today. There are now only 76 cities with more than one newspaper publisher.

9. **(B)** 391 papers with a combined circulation of 42,833,000 reach 70% of the families in the 2,549 counties they serve.

10. **(C)** GE leads in the trade press. Then come American Cyanamid, GM, Du Pont, U. S. Steel.

11. **(A)** Men's apparel is not as volatile as women's. If a new style accounts for 10% to 12% of sales, that's almost a revolution.

12. **(A)** According to a study just completed by the Harvard Graduate School of Business Administration, New York will continue to be the No. 1 business center at least for the next few decades.

13. **(B)** Connecticut leads with $2,817. New York is fourth with $2,585. California is sixth with $2,559. Mississippi is last with $1,053.

14. **(A)** California leads. Order of preference in the Far West is Volkswagen, Renault, Fiat.

15. **(C)** 27% of a nationwide cross-section preferred Medicine. 22% chose Science. 24% would like to see their sons become business men, which is higher than many of us might have supposed.

16. **(A)** It is a quote from a lecture given at the University of Kansas by Ben Hibbs, editor, The Saturday Evening Post.

17. **(A)** Tv sets won, followed by refrigerators and stoves.

18. **(C)** According to Licensed Beverage Industries, moonshining is big business and accounts for 25% of all liquor consumed by Americans.

19. **(B)** 12,500,000 people in the U. S. now own stock. This is just about double what it was seven years ago.

20. **(C)** It costs between $8 and $12 to get a company representative into a doctor's office.

REPRODUCED IN 5 COLORS BY LETTERPRESS, 120 SCREEN, ON OUR NEW SARATOGA COATED BOOK, 25 X 38, BASIS 80 LB. PRINTED 6 UP AT 2100 IPH.

Doesn't this make your mouth water?

New Saratoga Coated Book gets realistic results like this. It's the newest member of International Paper's *first family of fine papers.*→

What you should know about International Paper's NEW SARATOGA COATED BOOK

THIS INSERT demonstrates what our new Saratoga Coated Book can do—give you realistic results like this using a truly economical, machine-coated paper.

This paper's uniformly level surface almost brings pictures to life. And Saratoga Coated Book's high *opacity* enables you to print both sides of the paper. The great workability built into this fine new machine-coated book paper assures you of consistently good press performance.

International Paper's new Saratoga Coated Book gives striking results in black and white or full color process printing. It will take up to 133-line halftones. We recommend it for direct mail, recipe books, stuffers, publications, travel and resort folders, programs, catalogs—any letterpress job that must combine low cost with top performance.

Ask your paper merchant for samples of International Paper's new Saratoga Coated Book and its companion sheet, Champlain Coated Offset. He'll also be happy to give you information about the many other printing grades in International Paper's *first family of fine papers.*

Fine Paper Division **INTERNATIONAL PAPER** New York 17, N. Y.

What's Doing on the Legal Front . . .

The 'Spurious Class Suit' of the Chicago Grocers

By Sidney A. Diamond
Member of the New York Bar

Non-lawyers who had the patience and fortitude to read the text of Judge Campbell's recent decision in the *Woman's Day* case, which ADVERTISING AGE reprinted in full because of its importance (Sept. 28, Page 146), must have been startled to discover that the Chicago grocers were fighting to have themselves declared a "spurious class." It certainly sounds odd that, when Judge Campbell ordered the case to proceed as a "spurious class suit," it was hailed as a great victory for the complaining parties.

Sidney A. Diamond

Merriam-Webster defines "spurious" as "not genuine; false" and includes "fictitious" among its synonyms. The legal meaning really is no different. A spurious class is a fictitious one that is recognized only for convenience in suing or being sued.

■ The Chicago grocers are not a *true* class according to traditional legal doctrine. They are a fictitious class that is permitted to act jointly because its members have certain common interests. They are "spurious" in the sense that this joint action is an administrative convenience; a real class is one that *must* act jointly.

The legal technicality has a good deal of practical significance, as the defending parties in the *Woman's Day* case have known all along, or they would not have objected so strenuously. A few examples of different kinds of class suits may clarify the distinction between true and spurious classes.

When a corporation is dissolved, its stockholders become the owners of whatever assets are left over after the payment of creditors' claims. Sometimes it is necessary for the stockholders to sue to collect some of their property. That is probably the clearest type of true class.

■ News items have made the minority stockholder's action familiar, at least to readers of the financial pages. In this type of suit, one stockholder brings an action, generally charging some of the officers and directors of the corporation with financial monkeyshines at the expense of the stockholders. A stockholder who proceeds in this way has no right to collect any damages just for himself; he must sue on behalf of all the stockholders. And they are a true class.

Another example of a true class would be an unincorporated labor union or other association. Some states permit this kind of organization to sue or be sued in its own name as an association; but elsewhere it is necessary for the individual members to be parties to the action.

Class suits would be almost impossible if there were no way of having one or a few members represent the entire group. The necessary legal machinery to deal with a true class has been available for many years. The "spurious class" suit is a more recent development. It is designed to get a group of related claims disposed of in one litigation, instead of requiring each of them to be decided by a separate trial.

■ A spurious class, then, is one whose members do not have a joint right; each of them has his own separate claim but is after the same kind of result, because the same legal question or the same set of facts applies to all of them. A few examples of this type of class are discussed below.

Employes' claims are involved in many spurious class actions. Each worker sues for the particular sum of money he thinks is due to him, but all these claims are combined into one lawsuit because it was the same activities by the employer that gave rise to all of the claims, and the same legal principle will determine whether all or none of the employes can collect.

Another example is a mass swindle. All those defrauded by one particular scheme make up a spurious class. If they establish their legal rights, then each of them can prove the extent of his own personal damage and get judgment for that amount.

■ Spurious class suits are brought in the patent field, too. Sometimes, as soon as a patent is granted, the owner floods a whole industry with claims that all his competitors are infringers. Everyone threatened with a patent infringement action has a common interest in the same subject, and therefore they are in a position to bring a spurious class suit to have the patent declared invalid so that they will not be bothered with groundless claims any longer.

The "fake fur" false advertising case discussed in this column earlier in the year (AA, April 13) also was a spurious class suit, in part. In addition to the claim made by a trade association, one mink breeder sued on behalf of all others similarly situated, and the court upheld his right to do so under the procedural rule that authorizes spurious class suits in federal courts.

When a true class sues or is sued, the rights of all its members automatically are adjudicated. This does not happen with a spurious class. Only those members of the class who actually join in the lawsuit can be affected by the result. If they fail to appear in the case, they cannot be bound by the final decision, nor can they get any direct benefit out of it. A leading legal commentator explains that a spurious class suit is an invitation, not a command performance.

The problems in the *Woman's Day* case, like every other litigation in which the propriety of a spurious class suit is questioned, were, first, whether there was an identifiable class, and second, whether the particular parties who brought the action would—in the words of the Federal Rules of Civil Procedure—"fairly insure the adequate representation of all."

The theory of the case was that the A&P stores got an unlawful competitive advantage over other grocers because, during the time A&P owned *Woman's Day*, major suppliers spent money for advertising in the magazine without making comparable funds available to other grocers. The principal defendants are General Foods, Hunt Foods and the Morton Salt Co. (A similar action since has been filed against seven additional food manufacturers.)

■ It is an anti-trust case for treble damages, claiming violations of the Robinson-Patman Act. There are two groups of complaining parties: 20 retail grocers and two wholesale grocers, all located in the Chicago metropolitan area. The problem of definition for the retailer class was settled by Judge Campbell in these words: "The class consists of retail grocers situated in the Chicago metropolitan area who, during the period pertinent to this suit, re-sold products of the defendant suppliers in competition with at least one store of the favored retailer, A&P, and to whom proportionately equal treatment was not made available." He identified the wholesaler class on a similar basis, and went on to say that there was "little significance to the fact that there may be certain differences between the various members of either class so long as there is a question of fact or law common to all members within that particular class."

On the second problem, the argument that the plaintiffs do not represent the members of their respective spurious classes adequately, Judge Campbell simply wrote, "An examination of the entire record of this case convinces me that this contention is without merit."

The next step is for the judge to set a date by which any other members of the class who wish to join the case must file a formal appearance in court. Then the grocers all will have to prove their respective claims for damages. There is no guarantee that any of them ever will collect, because the food suppliers who advertised in *Woman's Day* have not exhausted their legal defenses, nor their right to appeal. But if a substantial number of additional grocers do accept the invitation to join, it is obvious that, collectively, they will constitute even more formidable opposition than the defendants have had to deal with thus far in the case.

The broad significance of Judge Campbell's decision is that conceivably it might spark a trend in anti-trust litigation. Cases of this sort are dangerous enough to defend when one plaintiff sues for treble damages, but a whole spurious class surely will be much harder to handle. This is ironic, because one main purpose of the spurious class unit rule is to spare the defendant from the burden of dealing with a succession of similar cases. If he is attacked by a spurious class, however, the defendant loses what advantage there might have been in taking on the individual claimants one at a time. Whether this technique gives the complaining parties a bludgeon with which to force settlement, or whether it stiffens the determination of the defending parties to fight to the last ditch, only time will tell. #

From an Art Director's Viewpoint . . .

Sleep, Smoke, Wash and Be Happy

By Andy Armstrong

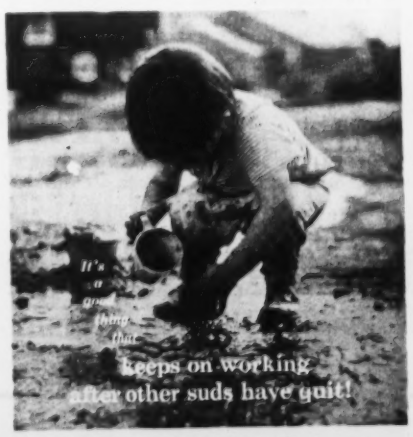
A handful of advertisers (and the people who build their ads) seem able to go on forever at a high level of excellence, eschewing verbal goofiness and wild graphics. This small group keeps coming up with ads that depend not at all on phony lettering or precious painting techniques or ineffable words or tattoos or other surface devices, but wholly on a solid, continuing outpouring of supremely homely, down-to-earth *ideas*.

Andy Armstrong

Here is a trio of such ideas, in copy and pictures, working together with great precision. The maid trying the mattress, and "The Temptation of Beautyrest." The blissfully muddy child, and "It's a good thing Tide keeps on working. . ." The calm, glassy silence of the lake, the boat, the fishermen and "The cigaret is Lucky Strike, the taste is unforgettable . . ."

■ This unflagging ability on the part of a few heavy-volume, old-line advertisers to bring out excellent, interrupting advertising is quite heart-warming, and quite astonishing. These three, here, have been around a long, long time. They each struggle endlessly within a savagely competitive category. You would think that because of the constant pressure of noisier rivals they would be worn out by now, careless, no longer alert enough to recognize genuinely human situations and language in pictures and copy.

Not so. Other cigarets clown away their believability with tasteless gimmicks, diagrams and props. Other mattresses carry on a bargain basement comedy of claims. Other soaps blast like bazookas into the churned no-man's-land of the housewife's consciousness. But not Lucky. Not Simmons. Not Tide. All three seem to draw from a bottomless mine of human-sounding *ideas*. They offer a deep reassurance that there is some room left, room eternally reserved, for fresh ways to tell a believable story. #

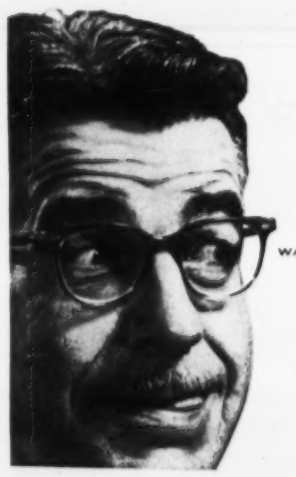


Tireless Tide for the cleanest clean there is!

The Temptation of Beautyrest

WATCH THE WOMEN GO BUY *

watch the women go BUY



* The retailer watches the women go buy every day. Experience tells him which is the resultful medium . . . and year after year in Portland he spends most of his advertising budget in The Oregonian. He knows The Oregonian is the active newspaper with the re-active audience, the one medium that's big as all Oregon.

* *How big is the Oregon retail market? Almost $2½ billion annually. That's double Boston and triple Kansas City!*

The Oregonian
Portland, Oregon

Leads in retail advertising—by Far!

Largest circulation in the Northwest
242,035 Daily • 306,014 Sunday

Represented Nationally by Maloney, Regan & Schmitt
Sources:
S.M., 5/10/59, ABC Pub. Stmt., 6 mos. ending 3/31/59

Waite Mrs. Waite Carden Mrs. Grimes Grimes Baume

DOWN UNDER—*Present at the Australian Assn. of Advertising Agencies convention at Broadbeach were Mr. and Mrs. Thomas Waite, Cossey-Waite Advertising, Brisbane; Basil Carden, Carden Advertising, Melbourne; Mr. and Mrs. Arthur Grimes, just arrived from the U.S. to serve with Hansen Rubensohn-McCann-Erickson, and Sidney Baume, S. E. Baume & Co., Sydney.*

ANOTHER PRODUCT of the DIVERSIFIED SOUTH BEND, Ind. MARKET

Model 4340 4-bottom moldboard plow designed and produced in the South Bend Plant of The Oliver Corporation.

The Oliver Corporation of South Bend is a leading industry among the 248 manufacturers in South Bend's Metropolitan Area. Producers of quality farming equipment, Oliver's is another South Bend industry that lends employment stability to this big, growing market.

A wide diversity of industry and employment provides South Bend families with large, steady incomes. The 1958 household income was $7,187 . . . First in Indiana and 15th in the Nation!

Cover South Bend With One Newspaper

Over 92% of the families in South Bend's Metro Area receive the South Bend Tribune. In addition to saturating this market, the Tribune offers many other services including: R.O.P. Color, daily and Sunday; new big bulk and frequency discounts; complete marketing service; special pages and promotions. For complete details ask for free market data book.

The South Bend Tribune

TEST TOWN U.S.A.

The South Bend, Ind. Market
Seven Counties, over One-Half Million People

Franklin D. Schurz — *Editor and Publisher*

Story, Brooks & Finley, Inc., National Representative

Miller Heads New Food Manufacturer Group in Canada

TORONTO, Nov. 10—Leon A. Miller, president of General Foods Ltd., last week was elected chairman of the newly-formed Grocery Products Manufacturers of Canada. J. G. Wharry, president of Quaker Oats Co. of Canada, was elected vp.

President of the association, a salaried job, will be announced later.

About 140 representatives of grocery producing companies met here to form the association. Mr. Miller headed the steering committee, which was formed last spring.

The growth of supermarkets in this country, it is generally believed, stimulated establishment of the association. Members feel that a firm policy on problems such as advertising and shelf space would be beneficial.

Among the objectives of the association:

- To promote the welfare of the industries manufacturing products primarily distributed through grocery outlets in Canada.
- To elevate the production and distribution of products primarily distributed through grocery outlets to the highest plane of efficiency, effectiveness and public service.
- To work with government agencies in the development and enforcement of laws and regulations protecting the health and welfare of the public and consistent with sound industry practices.
- To establish a public understanding of the efficient line of essential processes and services between raw materials and consumer products. #

Heintz, Flotill Part

Heintz & Co., Los Angeles agency, and Flotill Products Inc., Stockton, have ended their relationship by mutual consent, effective Dec. 31. Flotill processes and packages foods and is best known for its Tasti-Diet low calorie line. The agency has handled the account for the past three years. No new agency is being considered at this time.

Broadcasters Unit Elects

The Maryland-District of Columbia Broadcasters' Assn. elected the following officers for 1960 at its annual meeting in Baltimore: Jason Pate, WASA, Havre de Grace, Md., president; Lloyd W. Dennis Jr., WTOP, Washington, vp, and Robert B. Jones Jr., WFBR, Baltimore, secretary-treasurer.

Jackson, Haerr Adds Five Accounts; Names Hagerty

Jackson, Haerr, Peterson & Hall, Peoria, Ill., and Jefferson City, Mo., has been named to handle advertising for five new accounts. They are Expello Co., recently acquired division of Odor-Aire, which Jackson, Haerr already handles; Giant Co., Fort Wayne, Ind., operator of Giant Stores; Amco Inc., Wichita, vending machines manufacturer; Blanchard Diamond Tool Co., Wichita, tool and wheel manufacturer, and Sands Level & Tool Co., Wichita. Amco, Blanchard and Sands Level are divisions of Harmon Machine Co.

Jackson, Haerr also has named John Hagerty an account executive in Peoria. Mr. Hagerty, formerly regional sales representative of Bloomington Offset Co., will specialize in new business development.

Korean Agency Bows

Korean Advertising Agency has been formed in Seoul, Korea, at 14 Choong-Hak-Dong, Chongac-Ku. The agency is set up to handle newspaper, radio and tv advertising and has research and photo-engraving facilities. Mailing address is P.O. Box: Kwanghwanoon 262, Seoul.

QUANTITY
Photos Sell
BULLS

They couldn't send sample Bulls, so they sent glossy photos. If *you* can't send your product, send a photo.

8 x 10 GLOSSY PHOTOS 9½c EACH (in lots of 100)

QUANTITY Photos will sell for you, because they are QUALITY photos.

8 x 10 GLOSSY PHOTO PRICE LIST

Number	12	25	50	100
Price ea.	20c	15c	12c	9½c

Write for complete Price Catalog

QUANTITY PHOTO CO.
119 W. Hubbard St. • Chicago 10, Ill.

6,000,000...GOING ON 7

This year, one women's magazine will achieve a circulation of over 6,000,000...Ladies' Home Journal. In the not-too-distant future, a women's magazine will reach 7,000,000. The exact date can't be forecast, but the name of the magazine can...

LADIES' HOME JOURNAL

Outdoor Life will NOT raise its announced advertising rates ($4,120 per B/W Page) before the issue of APRIL 1961 at the earliest.

Our top-quality circulation will continue to be competitive.

- Greatest editorial content
- Greatest ad response
- Lowest cost per thousand

BEST BUY IN THE FIELD

Whites of Their Eyes . . .

Bus Poster Test Reveals 18,000,000 Exposures in Month, Politz Reports

Robot Cameras Mounted in Buses Did Tallying in Transport Ad Group Study

NEW YORK, Nov. 10—Results of a new Politz study on outside transit poster exposure, employing new photographic and sampling techniques, were released last week by Harold B. Mers, president of the National Assn. of Transportation Advertising.

The new study, conducted in Philadelphia by Alfred Politz Media Studies, makes available for the first time, Mr. Mers said, a measurement of the actual exposure to a typical showing of outside transit poster advertising.

Sponsors of the study are the association and O'Ryan & Batchelder, transportation advertising company holding transit advertising franchises in Philadelphia and 70 other markets. It is NATA's plan to follow this initial research with similar studies in other major cities, Mr. Mers said.

The new Politz study is described as a pioneering study in advertising exposure. It was conducted in Philadelphia from June 3 to July 2 with a probability sample of all buses and trolleys equipped to carry king-size posters. (King-size poster is a standard industry term for the 2½ x 12' poster placed in frames on the sides of public transit vehicles.)

ROBOT CAMERAS—*Cameras specially designed by Alfred Politz Media Studies for the National Assn. of Transportation Advertising study made in Philadelphia were mounted in a window of test buses directly above and at right angles to the poster. The cameras recorded an angle of 120°.*

Robot cameras specially designed for this study were mounted inside each vehicle, with the lens pointing out the window directly over and at right angles to the poster. The field of visibility recorded by the camera was 120°.

The electrically-controlled automatic cameras took photographs systematically during a ten-second period every ten minutes during all daylight hours for 30 consecutive days. In each ten-second period, ten photographs (plus an initial reference photo) were taken at one-second intervals.

A total of 20,000 photographs were taken during the course of the 30-day study.

This new sampling method is called "duration sampling" by Mr. Politz because photographs are taken continuously through each of a series of short time durations spaced equally through the day. By using 84 durations (of ten seconds each) per day, out of the total of 5,040 durations (during the 14 hours of daylight), it is estimated the margin of error in the results of this study is no more than plus or minus 5%.

■ The study showed that for one month approximately 18,000,000 separate actual exposures were provided in the Philadelphia market to a No. 100 showing of king-size posters (150 posters, each mounted on the street side of a separate vehicle).

This exposure figure, Mr. Mers explained, included only those persons who had both eyes clearly visible from the poster. On the basis of 3,000,000 residents in the area served by the vehicles, and allowing an additional 1,500,000 amounts to an average of at least four exposures per person.

On the basis of the current prevailing one-month rate for king-size poster advertising in Philadelphia buses, the per-1,000 cost of such "two-eye" exposure is approximately 33¢, Mr. Mers said.

"We elected to be conservative," Mr. Mers said, and decided to publicize only the "two-eye" exposure figure which, by actual count, was 17,710,000.

■ "Mr. Politz has explained, however, that if even one eye has the poster in view, an opportunity has been provided for the person to perceive the message. On the basis of at least one eye visible from the poster, there were 31,000,000 separate exposures to a No. 100 showing for one month."

Other findings of the study, Mr. Mers said, included these points:

- Of the 17,710,000 actual exposures, 11,030,000 were males and 6,680,000 were females.
- Adult exposures totaled 15,880,000, and children 1,830,000.
- Pedestrian exposures totaled 16,330,000. Exposure of persons in other vehicles totaled 1,380,000, which is considered conservative in view of the mechanical limitations of photographing people in other vehicles.
- Exposures originating during the 22 weekdays of the data collecting period totaled 15,280,000. During the eight weekend days, exposures totaled 2,430,000.
- Volume of exposures varied according to the time of day, with 3,870,000 exposures between 6:31 and 11:30 a.m.; 6,400,000 between 11:31 and 3:30 p.m.; and 7,440,000 between 3:31 and 8:30 p.m.
- Average exposures per day totaled 590,000. Average exposures per weekday were 695,000. Average exposures per Saturday or Sunday were 304,000.

■ "To explain further why these findings are conservative," Mr. Mers said, "first of all, we counted as exposures only those persons whose two eyes were clearly visible in the photos. Because the field of visibility of the cameras was restricted to 120° and 100', we could not count those persons whose eyes were on the poster but who were at such a distance that their eyes were not clearly visible in the photographs. Also, a mechanical limitation of the method is that the cameras miss some of the exposures of people inside other vehicles, due to light reflection from the window glass of the vehicles or the absence of sufficient light within the vehicles.

"Finally, Politz based his projection on the time the average bus operated each day, which was six-and-one-half hours per day. For example, if a selected bus did not leave the barn on a particular day, the camera on that bus recorded no exposures that day."

■ The significance of the study is best explained by Mr. Politz, Mr. Mers said.

"Revealed by this study for the first time," Mr. Politz wrote, "is the great extent of repeat exposures provided by outside transit posters to a single monthly showing, for which the advertiser pays just once. This study documents the special power of this medium to provide repeat exposures without the necessity for repeat payments by the advertiser." #

ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

Adell Chemical Company is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis; Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET
KCRG-TV Channel 9 CEDAR RAPIDS

Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

WTRF-TV STORY BOARD

A wealthy Indian parked his Cadillac in front of a gambling joint in Las Vegas and entered carrying a sachel filled with $500,000. After inquiry at the desk, he was royally escorted to the roulette table. After two hours of play, the Indian had lost his money. So he drove to the mountains and sent a smoke signal "Please send another $500,000." Just at that moment, an atomic bomb went off some miles behind him and the mushroom cloud billowed into the sky.

A few hours later, the Indian saw the answering smoke signal and read "The money is on the way, but next time, don't holler."

● We won't 'holler' but we're sure getting a strong message across to the 2 MILLION PEOPLE living in this rich and busy Upper Ohio River Valley. With an annual spendable income of OVER 2½ BILLION DOLLARS, the folks in the 36-coun y area covered by WTRF-TV from Wheeling are the active, buying kind of people. Are they getting your message? It can be arranged! Ask George P. Hollingberry for the details; check the merchandising and promotion service offered, too.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

2 Southern Journals Refuse Ad for Book on School Integration

NEW YORK, Nov. 10—Basic Books, New York publisher, has announced that state teacher journals in Tennessee and Virginia have rejected ads for one of its books, "The Integrated Classroom."

H. Harry Giles, professor of education at New York University, is editor of the book, which is described as "a scholarly and exciting examination of how the resources of the social sciences can be mobilized in integrating within the classroom children of various racial, religious and socio-economic groups."

The magazines were identified as the *Virginia Journal of Education* and *Tennessee Teacher*.

Arthur Rosenthal, president of Basic Books, reported that Frank E. Bass, executive secretary of the Tennessee Education Assn. and editor of the *Tennessee Teacher*, told him:

"There is nothing objectionable about the advertisement. It is simply that the whole issue of integration is a touchy subject with us here. Use of the advertisement might cause repercussions. Since integration in Tennessee has only proceeded in two cities, I didn't figure it was necessary to bring this book to the attention of Tennessee teachers at this time."

■ Prof. Giles commented: "It is difficult for me to believe that it could have happened. It seems to me to be a sign of a sickness—a social pathology—that reflects some very crucial problems. It has never occurred to me that a publication could view a paid advertisement as an endorsement or a commitment to the opinions of an advertiser." #

'Rod & Gun' Merged in Canada

Rod & Gun in Canada has been sold by National Business Publications Ltd., Gardenvale, Que., to Ronald J. Cooke, publisher of *Forest & Outdoors*. After the November issue, the publications will be combined into *Forest & Outdoors and Rod & Gun*, with offices at 58 Madsen Ave., Beaconsfield, Que.

McCann Names Sherer VP

McCann-Erickson, New York, has named Frank A. Sherer, formerly president of Knickerbocker Federal Savings & Loan Assn., senior vp, treasurer and a director. He succeeds Frank White, who continues as a director and becomes vice-chairman of the executive policy committee.

BETTY KENNEDY, *women's editor of CFRB, Toronto radio station, has been chosen Miss Ad Specialty for 1960 by the Advertising & Sales Club of Toronto.*

Imperial to Frost & Shaffer

Imperial Records, Hollywood, Cal., has named Frost & Shaffer, Hollywood, as its agency.

WHY BE GROUCHY?

You'll be a happier ad man when you

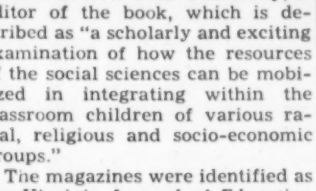
USE THE SERVICES OF

CENTURY

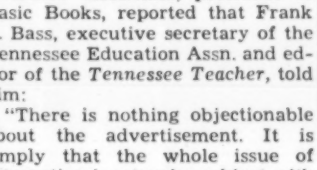
ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541



There's a PAPER MATE for everyone on your Christmas list!



LARGEST—*Paper Mate will launch its largest national Christmas ad campaign Nov. 20 on 38 network tv shows over a 34-day period, including two net shows featuring Paper Mate exclusively. A special four-color page (above) will run in Life Dec. 14. Foote, Cone & Belding is the agency.*

No other paper in Boston is as colorful as The Globe

Full ROP color plus experience! A combination that's unsurpassed in Boston. But then so is The Globe. It's read by more people, it's delivered to more homes, in Boston. It's the choice of more people in *every* income group too. And did you know that The Globe delivers a fresh audience to you twice a day? It's true. Because the morning and evening editions are substantially the same, there's little or no self-duplication. So if your product looks better in color, it'll not only look best in The Globe, it'll be noticed in The Globe by more people. If you want to sell Boston, buy The Globe.

The Boston Globe
puts the world at your fingertips

Morning
Evening
Sunday

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

'Finger of Moral Culpability' in TV Quiz Scandal Points at Network Advertising Execs, Reader Avers

To the Editor: There is a constant bubbling and frothing of moral discontent evidencing itself in the pages of the advertising press and I, an inconsequential practitioner in that profession, feel that a sizable eruption is overdue.

The hue and outcry in the public press over the quiz show deceptions is, as usual, misdirected. To blame Van Doren, as Jack Paar says, is like blaming a sergeant for World War II. It really was a corporal.

The finger of moral culpability points without wavering at the top brass of the networks and those omniscient advertising executives who feel that the field of entertainment and cultural enlightenment is a legitimate province in their domain and a proper outlet for their (SIC pronounced "sick") talents.

Advertising men seeking the status of professional men would do well to divorce themselves as completely as possible from the courtesan "show business." It seems that books such as "The Hucksters" could have been legitimately criticized for understating the case. A rule of thumb which might apply is that the larger the billing of an agency the more certain it is to be dominated by rank hucksters.

For that matter, tv, which has some of the less desirable attributes of a monster, must be cleansed and regulated before that which we overfondly call our civilization becomes completely putrescent. Now, via this medium, we teach our young that to mug and maim is noble; that physicians consult account executives in making a diagnosis; that innumerable other absurd and ridiculous premises are valid.

I am sorely tempted to desert my profession and seek the superior status of a steelworker or perhaps the manager of a tv pugilist.

Harry C. Allman,
Medford, Wis.

• • •

Rises to TV's Defense

To the Editor: I'm damn angry! In the past three weeks I've read literally dozens of obituaries and criticisms of television.

I have no connection whatsoever with the entertainment industry. I am a management consultant in organization, systems and procedures. It is true that in 1949 I was active in the Los Angeles founding of the original Television Academy . . . but only as a part of a business assignment. I write this letter strictly as a viewer (and a selective, infrequent one at that).

Television is a magnificient entertainment medium! It isn't dead! It isn't dying! It's a baby still wearing its swaddling clothes. A hundred rigged quiz shows (which 90% of the viewers thoroughly enjoyed and in most instances profited from educationally and intellectually) isn't the end.

Only last night, I visited my 70-year-old mother. She has been ill and confined to her room. Confined to her room, yes, but the whole world is before her on her beloved television set. What a blessing for "shut-in" people. I walked to the lobby and saw, by actual count, 42 hotel guests enjoying the "Steve Allen Show."

I started recalling all the exciting evenings before my tv. I remember the time Alben Barkley delivered his farewell address before the Democratic Convention, the dramatic on-the-scene telecast of the attempt to rescue Kathy Fiscus, the recent visit of young Queen Elizabeth, and the countless Studio One and Robert Montgomery dramatic shows. So many exciting events that it would require a book to describe them.

All of these telecasts didn't cost me a dime. I didn't have to buy the sponsor's products (though I often did). I didn't have to buy a television set. Even if I didn't like the program, no one made me watch it. Now the publicity seekers, the editing vultures are on tv as though it were some giant racket fostered by a bunch of gangsters. It's pitiful. It's up to people like you to defend this great gift and to assist in cleaning out the undesirable traits. . .

H. Clifton Morse,
Cox & Cox Management Consultants, Chicago.

• • •

Donald Subbing for Schruth

To the Editor: Comparing the Ulcer Gulch Town Council four-column cut (AA, Sept. 21) with the page-wide picture (AA, Sept. 28), may I allude to "an older head on a young man's shoulders," done here by photography?

What stopped me first was U. S. Marshall Jackie West's identical impish grin (frozen for a switch of "interlocutors").

Then it appeared that *Sat Eve Post* ad director Pete Schruth's spot of white shirt just SE of his tie-clasp appeared again far below M-C Pete Donald's double chin.

Tax Collector Sherman's display of dimples, in anticipation of better collections next year, may account for mayor (and owner) Anne Foster's serious consideration of inflation, especially at that altitude.

Yours for a new label, "The Girls of Ulcer Gulch."

Erwin L. Schwatt,
Atlantic City, N. J.

• • •

Manhattan Shirt Still Has an Ad Department: Strauss

To the Editor: "Music hath charms," but in the case of the headline in your Oct. 19 issue, "Daniel & Charles Grows With Accounts It Waltzes Away From Big Agencies," one part of the ensuing tune struck a slightly discordant note with my former associates at Manhattan Shirt Co. I refer to the statement that "at the same time Manhattan disbanded its advertising department and Daniel & Charles assumed that department's functions as well."

While it is true that Daniel & Charles has assumed many of the creative functions heretofore vested in Manhattan's own advertising department, our client maintains a completely staffed department consisting of an advertising director, Eric Younger, an assistant advertising manager, Gwen Dailey, in addition to statistical and budget-control personnel and the usual quota of secretarial people.

By having the agency responsible for providing much of the collateral material formerly prepared by Manhattan's own advertising department, it has enabled Manhattan's advertising executives to devote more time to formulating advertising and promotional programs in addition to devoting more of their time to serving Manhattan's retailers more comprehensively and in greater depth.

Arthur J. Strauss,
Vice-President, Daniel & Charles, New York.

• • •

Jack Lutz Sends Last Message

To the Editor: Jack Lutz, past president and director of Poor Richard Club, Philadelphia, and forever a salesman for advertising, published his last message to his tolerant friends informing them as to why they would not receive a Christmas card this year.

TO MY TOLERANT FRIENDS

The show is o'er; the curtain falls;
The "turkey's" closed; no curtain calls!

But these few lines will let you know,
No Christmas card; for where I go
Ben Franklin didn't institute
A postal service or mail chute;
Not wishing you to wonder why
And me unable to reply!

And to close, let me express
My thanks for friendly faithfulness
Through all the years.

And if I can
I'll tell it to the Up-stairs Man
and urge your kindness to apply
As credits for reward.

Goodbye!
Jack Lutz

P.S. The Doctor says the House Lights were cut May 13, 1959.

It is a touching thing, seems a bit newsworthy. Thought you might want to reproduce it in ADVERTISING AGE.

George J. Watts,
Vice-President, Republic National Bank, Dallas.

• • •

Kashins Returns to the Fray

To the Editor: I don't want to appear hoggish in requesting a little additional space on your "Voice" page. But your correspondent, Mr. Charles A. Shaw of Rockton, Ill. (AA, Oct. 19), reminds me of those two Quakers: "Methinks everybody is crazy except me and thee—and I often wonder about thee." (So Mr. Shaw prefers the word "peculiar") . . .

When I originally expressed deep concern that the ever-growing breakdowns in language communication wouldn't matter very much to those who themselves know no better, I become cognizant of Mr. Shaw being one of those exceptions to the rule. The sad part of it is that Mr. Shaw *does* know better . . . and I pay homage to his writing abilities despite his unfathomable blast at me. He denounces the victim while whitewashing the culprit.

However, is Mr. Shaw really serious when he so blithely poohpoohs the vast mis-usage of, for example:

It's for *its*
Don't for *doesn't*
Your for you're, etc?

Perhaps our worthy, self-styled arbiter is living in a beautifully-carved ivory tower—untouched and untouchable by the mounting evidence of semi-illiteracy engulfing us. Permit me to make it clear: The few examples just given—mediocre as they are in themselves—are mere *symbols* of this breakdown—as well as typical samples of our newly-lowered standards. I wish I could share Mr. Shaw's all's-right-with-the-world pollyannaism. But I'm afraid the stark facts of our cultural life today militate against my entering the fairyland of euphoria.

I could fill pages of AA with depressing examples confirming my original contention: our language communication today is probably at the lowest cultural level in a couple of generations. Have we hit bottom yet? Frankly, I don't think so. Can Mr. Shaw or anyone else deny that

Willens Hockaday Findlow Schruth Foster J. West Wolff R. West Sherman

Willens Hockaday Findlow Donald Foster J. West Wolff R. West Sherman

this situation is the other side of the coin of enormous inefficiency, indifference and mental atrophy which most business men are faced with every day? . . .

Lou Kashins,
Vice-President, Mark, Simeon & Renard, New York.

• • •

'Genius' Ad Switches His Brand

To the Editor: Genius?—Baloney!

For a bunch of whisky makers to clap Isaac Newton's picture in an ad, and claim to have stepped into the circle of great geniuses by this rash action, is a stench in the nostrils of all people of taste.

Saturday Review of Literature, about 1955, ran an article on the 33 authentic geniuses in the history of mankind. Next to Da Vinci, Newton was the greatest of them all. The standard against which they were measured was their ability to

generate the NEW . . . to originate a totally new system of thought, politics, musical combinations, etc. Neither Jefferson, Edison or Mozart could enter that charmed and rare circle.

But the whisky-making Beam boys have included themselves in!

It's enough to make a guy reach for a big bottle of—Jack Daniels . . .

Andy Howlett,
Rockford, Ill.

• • •

Lehman's 'Fall Guy' Theory Called Silly Nonsense

To the Editor: Mr. Charles Lehman's article about advertising being the "fall guy" for consumers, published in the Oct. 5 issue of AA, was the silliest nonsense I've ever read in your newspaper.

Mr. Lehman makes it plain that he regards the American public as something akin to a moody three-year-old child, to whom he says self-defensively, "Aw c'mon, don't hit." Does he want a Be-Nice-to-Advertising Week? Why? Do advertising men need mass love? Advertising is a business just as selling lamb chops is a business. Must the public fall in love with their butchers? . . .

Mr. Lehman also displays a sensitivity to the stereotyped images of advertising and its workers the American public is supposed to have. Well, Mr. Lehman, you ought to rid yourself of some stereotyped images and expressions also. What is "Main St. lingo?" The American men or women, sir, whether living on Main St. or Sutton Place, all talk the same language and all possess enough sense to smell a bad ad when they come across one. Have some respect for these yokels, Mr. Lehman. They make and break industries occasionally.

After much too much hogwash, Mr. Lehman finally concludes in his last paragraph that "advertising people will have to accept their role as 'heavies,' not in a spirit of martyrdom, but with the simple recognition that this is an important part of the job which agencies do for their clients—a secret service—secret in the sense that the public is unlikely to really understand advertising men because they really don't want to understand them."

Why, may I ask, is it necessary to understand them in order for them to perform the functions they get paid for? . . .

Robert Burg,
Undergraduate Journalism Student, New York University, Long Island City.

• • •

Polysyllabicism Revisited

To the Editor: Miss Fitz-Gibbon's remarks on polysyllabicism (AA, Oct. 5, Page 12) more fittingly might come from the mouth of Gladys the beautiful receptionist. First, for taking Chesterton so literally. Of course, it's easy for mediocre people to fake dignity. But real dignity deserves admiration, not scorn.

Then the false syllogism based, again, on a misinterpretation of the words "dignity" and "pomposity." They may be related in meaning, but one is simply an unadmirable exaggeration of the qualities covered by the other.

Finally, for the *non sequitur*, "Pomposity always breeds polysyllabicism [which] results in obscurity." If Miss Fitz-Gibbon had said, "Stuffed shirts use big words which no one understands," she would be on safe ground. Unfortunately, the way she has phrased it, she seems to be hoist with her own petard.

More important, however, is that there is nothing wrong with poly-watchamacallit. Certain lengthy words are in the English language because they express things more exactly, with greater clarity and, usually, with higher style than a number of elementary one-syllable words do. If we are going to look for the lowest common denominator in language, we'd be sure to reach a goal of 600 words of Basic English.

Our language is worth more than that and—even in advertising—benefits are gained by striving for exactitude, clarity and style.

Gilbert L. Burton,
Vice-President and General Manager, Guild, Bascom & Bonfigli, San Francisco.

• • •

Much P.O.P. Stuff Off Base

To the Editor: Mr. Foster L. Clute of our wonderful city cites in his letter (AA, Oct. 5) a common problem of the point-of-purchase business. Namely, what do you call it? It's a point well taken but I can't understand why, after condemning all names except point-of-sale and point-of-purchase, he calls his firm Dealer Sales Builders Co. Oh well . . .

And then Mr. Clute states that "the trouble is that so little collateral material is ever exposed in a supermarket." I think the trouble (if you can call it that) is that so much of the material produced as point-of-purchase is either so far off base or so just plain crummy that no intelligent supermarket manager will let it get on his shelves. Let's face it; you're not going to get a p.o.p. item up in a store unless it will help that store sell more merchandise. And I don't mean "other" merchandise. You have to increase sales, not just switch people from brand to brand. That's why you see so many storewide promotions, so many related item tie-ins. That's why it's getting harder to simply beat your chest and shout how much better your brand is. The grocer wants to make more money. He wants to buy a new car, just like you and me.

There, now, feel better? Sure do!

Ric Teague,
San Francisco.

WHY BET ON PLAYBOY?

These blue chip advertisers, and many more like them are cashing in with PLAYBOY. Why? Because PLAYBOY has *vitality*—the ability of a magazine to build up and hold an enthusiastically responsive following. *Vitality*—the same quality that you find in a good salesman. Too much vitality? Not for the top-quality young men who have made PLAYBOY the largest selling 50¢-or-over magazine in the world* in just six years. These young men, and they are very important to you, look to PLAYBOY as a guide to everything that's fun, smart and new in the urban world in which they enjoy living. PLAYBOY's impressive facts and figures are supported by exciting advertiser success stories that will make you, too, want to tap this market. We'd very much like to tell you about it.

PLAYBOY
ADVERTISING DEPARTMENTS

232 East Ohio Street
Chicago 11, Illinois
MI 2-1000

720 Fifth Avenue
New York 19, New York
CI 5-2620

**Average Monthly Circulation 940,767 ABC 6/30/59. Vitality? PLAYBOY even outsells Life and Look on the newsstand.*

Marvic Issues Catalog

A new 40-page catalog listing creative sales ideas has been issued by Marvic Co., Brooklyn. Featuring direct mail enclosures, salesman's door openers, trade show "good will builders," and promotional give-away items, it is available without charge from Marvic Co., 861 Manhattan Ave., Brooklyn.

TEST RUNS

Try 'em before you buy 'em
A few hundred in
full size and
full color—quick!

Put Punch in Point-of-Purchase
POINT OF PURCHASE COMMITTEE • PPA

Jack Baxter Named Copywriter of the Year in Chicago

CHICAGO, Nov. 10—Jack Baxter, president of Creative House, was named copywriter of the year at the Chicago Copywriters Club's third annual spotlight dinner here last week.

His b&w institutional page for Carson Pirie Scott & Co., local department store, was judged best ad of the year. The ad was headlined, "Carson is unfair to bloodhounds."

Mr. Baxter, who helped found the club in 1957 and who served as president for two years, is the only Chicago writer to win three consecutive Golden 30 awards given by the club each year. Prior to forming Creative House in 1957, Mr. Baxter was creative director of Earle Ludgin & Co. for seven years. Before that he had been creative director at Leo Burnett Co. and before that he had been with Batten, Barton, Durstine & Osborn and Robert W. Orr & Associates in New York.

WINNERS—*Jack Baxter, and in the background the ad for Carson's judged best ad of the year.*

A tv commercial written by Steven Lehner of MacFarland, Aveyard & Co. for Sleex girdles was judged the best of the year in that category.

Best printed piece honors went to Dean Carson, Abbott Laboratories, for "Perils of a peeler," promoting Abbott's Dayalets multiple vitamins.

Fifteen copywriters out of 120 who submitted copy sample entries won Golden 30 awards. (To win, the five samples must earn an aggregate of 30 points or more. The writer with the most earned points wins the copywriter of the year award.)

Needham, Louis & Brorby writers won six Golden 30 awards; FC&B writers, two; Leo Burnett writers, two; North Advertising and Tatham-Laird, one each, and two winners were from Abbott Laboratories.

■ Golden 30 winners:
Ken Snyder (1957 copywriter of the year); Phil Young, Dean Lierle, Donald Dickens, Jack Trindl, John Calnan, all of Needham, Louis & Brorby.

Ted Barnett and John Rand (Mr. Rand is a previous winner), Foote, Cone & Belding.

Charles Blakemore and Rudy Perz (Mr. Perz is also a previous winner and also recipient of a special gold ribbon for his Seven-Up tv commercials in 1958), Leo Burnett Co.

Dean Carson and John Jakes, Abbott Laboratories.

Thomas Cadden, Tatham-Laird.

Winifred Snyder, North Advertising.

■ Some 24 items were auctioned off at the dinner at which the awards were made, the money going to support the contest. Sandy Sulcer, of Needham, Louis & Brorby, bid $75 to gain an admission to the ADVERTISING AGE Summer Workshop. Lunch with Leo Burnett went to Ruth Ratny, Fred Niles Productions, for $75.

For $120 Mary Ann Anderson of Gordon Best Co. got 5 one-minute spots on the Howard Miller disc jockey show. Alice Westbrook, North Advertising, gets an eight word message plus her signature on a billboard in a loop location for one month. Her bid: $67. Don Blackburn of Tatham-Laird got a Chicago Federated Advertising Club membership for $62. The auction items were contributed by the various organizations involved.

Sunnen Appoints Bloch

Sunnen Products Co., St. Louis, has appointed H. George Bloch, St. Louis, to handle its automotive advertising. Bloch has handled the industrial division account since 1955. French & Shields, St. Louis, is the former agency of record for the automotive advertising account.

now!
get the
facts about
this
important market

WRITE FOR YOUR COPY TODAY!

Sell office supplies and equipment? Apparel? Cosmetics? Or other women's products? TODAY'S SECRETARY's new Fact File gives you the facts you'll want to have about selling this important, influential buying group.

TODAY'S SECRETARY is the *key* to the booming secretarial market — the only magazine reaching a concentrated, nation-wide paid circulation of secretaries in business and training. Over 145,000 young career women subscribe to TODAY'S SECRETARY . . . and surveys show that over 345,000 additional pass-along readers see the magazine every month.

TODAY'S SECRETARY readers are a major influence in the choice of office equipment and supplies. They're a higher income group who spend millions of dollars on apparel, grooming aids and all women's products.

Get the facts about selling this important, growing market. Phone or write for your copy of TODAY'S SECRETARY's Fact File *today*.

TODAY'S SECRETARY
Magazine

330 West 42nd Street, New York 36, N. Y. • LOngacre 4-3000

● New Equipment Digest has an outstanding record of growth in acceptance and reader action. The average number of sales leads per page is now at an all-time high!

That's why your advertising in N.E.D. is the fastest, most economical way to:

1. Search for new applications for your products.
2. Contact new buying influences.
3. Find important new customers in any industry.
4. Maintain coverage of present customers and prospects in all industrial markets.

N.E.D. helps you accomplish all these important marketing objectives by reaching industry's most active buying group . . . when they're READY TO BUY.

A PENTON Publication, Penton Bldg., Cleveland 13, Ohio

NEW EDITORIAL STUDY
An up-to-the-minute picture of industry's most active buying group. Helpful information for all industrial advertisers, including latest data on N.E.D. market coverage, readership and advertising results. Write or call for your copy.

NEW EQUIPMENT DIGEST

NBP BPA

NOW OVER 84,500 COPIES (Total Distribution) IN OVER 44,000 INDUSTRIAL PLANTS

Democrats Name GB&B for '60 Election Campaign

WASHINGTON, Nov. 13—Guild, Bascom & Bonfigli, named today by the Democratic National Committee to handle the 1960 Presidential campaign, said it would not treat the new account as another product to promote.

"We do not believe in advertising a candidate as a manufacturer advertises a product," said Walter Guild, president of the San Francisco-based agency. "The party looks to us for advice, counsel and technical know-how—not the management of a campaign."

■ National Committee Chairman Paul Butler said the selection of GB&B was made from a list of "large and successful" agencies soliciting the account.

Guild, Bascom was among the most competitive of the prospective agencies from the start. Walter Guild flew in from San Francisco to make a solicitation for the account. One key element of continuity is maintained in the choice; Reggie Schuebel, now a GB&B vp, handled timebuying for the Democrats in 1956, when she and the account were at Norman, Craig & Kummel.

Mr. Butler reportedly asked each soliciting agency if it would be willing to hire Miss Schuebel if it should get the account—and the number of job offers Miss Schuebel has received from competing agencies this fall would seem to substantiate the report. #

Flav-R-Straws of West Formed by Adman Bayard

(Continued from Page 3)

over manufacture and sales of the product. He had been handling sales of the product in the West since Jan. 1, 1958.

Flav-R-Straws, first introduced some five years ago, had a meteoric sales increase until 1957, when, although sales increased, it got into difficulties as a result of an over-extended inventory.

In 1957 the product, which gives milk drawn through it a coffee, chocolate or strawberry flavor, was advertised in *Good Housekeeping*, *Life* and *Parents' Magazine*, and on tv via "Texas Rangers."

■ The division of sales between the two companies reflects, says Mr. Bayard, a recognition that greatest sales are achieved when the product is promoted market by market and advertising is directed to children. In Los Angeles, the largest single market in the U. S. for Flav-R-Straws, he is now using spots each month on children's programs on KTLA.

This month, a schedule will start on KRON-TV, San Francisco, and KGW, Portland. In January, KING-TV will start carrying spots.

An arrangement with dairies, similar to that worked out in Los Angeles with Arden and Edgmor, will be sought in each market as advertising begins. The arrangement calls for a panel plugging Flav-R-Straws on a dairy's milk carton.

In return, Arden and other cooperating dairies are given specific mention on each Flav-R-Straw tv spot.

Jere Bayard Advertising will handle the account. #

Last Minute News Flashes

Colombian Coffee Growers Names Doyle Dane

NEW YORK, Nov. 13—The National Federation of Coffee Growers of Colombia, a new advertiser, has appointed Doyle Dane Bernbach Inc. for "a major campaign" in tv and newspapers starting early next year here and in nine other major markets. The drive will stress the superior qualities of Colombian coffees and will "parallel and supplement" advertising of the Pan American Coffee Bureau, of which Colombia is a member. The account reportedly will bill about $1,000,000.

Galbraith Gets Top Ad Post at Curtiss Candy

CHICAGO, Nov. 13—William M. Galbraith, former account executive with H. W. Kastor & Sons Advertising, has been appointed director of advertising and sales promotion for Curtiss Candy Co. He succeeds Frank R. Reiter, who has moved over to the company's profit sharing trust division.

Hertz Sets $6,500,000 National Ad Budget for '60

CHICAGO, Nov. 13—Hertz Rent A Car System will invest $6,500,000 in national advertising in '60—a 30% increase over its $5,000,000 in '59.

Grabin-Shaw Forms; Meyerhoff Shuts in Milwaukee

MILWAUKEE, Nov. 13—Grabin-Shaw Advertising has opened here as a division of John W. Shaw Advertising, Chicago. President is George Grabin, formerly head of the Milwaukee office of Arthur Meyerhoff & Co., Chicago. John Shaw is board chairman. Meyerhoff is simultaneously closing its Milwaukee operation, and Grabin-Shaw will take over the lease at 759 N. Milwaukee St. Several accounts handled by Mr. Grabin are expected to move to Grabin-Shaw.

Doubleday's Hardy Joins 'Life' Book Unit

NEW YORK, Nov. 13—Jerome S. Hardy, vp for advertising of Doubleday & Co., has resigned to become head of book publishing activities for *Life*.

B&B Leaving Canada; Other Late News

• **Benton & Bowles** is moving out of Canada Jan. 1, when it closes its Toronto office and Ralph Butler, managing director in Canada, moves back to New York. The agency handles about $2,500,000 in tv billing in Canada for Procter & Gamble and the Florida Citrus Commission and will now handle this from its New York office.

• **De Jur-Amsco Corp.**, New York, has moved its account from Friend-Reiss Advertising to Adams & Keyes, New York. The company markets dictation machines, typewriters, motion picture cameras and projectors and various electrical components. The account has been billing about $250,000.

• **Annette Bachner**, tv producer at N. W. Ayer & Son for the past ten years, is resigning to become the first woman producer at Benton & Bowles, effective Dec. 1. Previously with NBC, she was one of tv's pioneer producers.

• **Lederle Laboratories**, Pearl River, N. Y., a division of American Cyanamid Co., has signed as a sponsor on NBC's new fm Medical Radio System (*see story on Page 3*). The antibiotics and pharmaceuticals marketer will run about one commercial per week, a company spokesman said. Erwin Wasey, Ruthrauff & Ryan, New York, is the agency.

• **Trans-Canada Air Lines** is seeking a new agency for its Canadian advertising account. The account, estimated to bill $1,300,000, has been with the Montreal office of Cockfield, Brown & Co. since the airline formed its own ad department in 1948.

• **Batten, Barton, Durstine & Osborn** is preparing letters to go to broadcast media asking for explanations and justification of ad rates in the broadcast industry. BBDO said the letters probably would be mailed within one or two weeks. BBDO quizzed magazines in a similar letter last month (AA, Oct. 26).

• **Stanford Wolf**, exec vp and general manager of CVA Co., Schenley Industries marketing unit for Cresta Blanca and Roma wines, has resigned, effective today. He declined to discuss the reasons but said he was "dissatisfied." With CVA for 16 years, Mr. Wolf formerly was general manager of Fountain Grove Winery, Santa Rosa, Cal.; he said he intends to return to the Pacific Coast.

• **F. Bourne Ruthrauff**, former vp of Erwin Wasey, Ruthrauff & Ryan, reportedly has been named creative director of Million Market Newspapers. He is reported to be working with Booz, Allen & Hamilton, management consultant, to hire a promotion man and a researcher.

• **Portland, Ore., dailies,** despite a strike by the Stereotypers Union which began last Tuesday, are publishing a newspaper, the *Oregonian-Oregon Journal*. Supervisory personnel and non-striking employes are putting out the daily, which is reported to have reached a circulation of about 400,000. Advertisers which usually use both dailies reportedly are billed by both the *Oregonian* and the *Oregon Journal* for ads in the combined daily. Management is reportedly bringing in outside personnel in an effort to resume separate operations. Meanwhile, four Boston newspapers still are shut down by a strike (AA, Nov. 9).

• **Noe Bourassa Ltd.**, Montreal meat packer, has named Young & Rubicam, Montreal, to handle its La Belle Fermiere sausages and frankfurters, effective Feb. 4. The account, billing about $150,000, has been handled by Walsh Advertising, Montreal. It is reported that Noe Bourassa's ham and bacon lines (billing about $50,000) are also slated to leave Walsh.

• **Tamms Industries Co.**, Chicago, manufacturer of paints, silica and raw materials for paint manufacturers, has appointed Don Kemper Co., Chicago, to handle its advertising. The account formerly was serviced by three agencies: Burlingame-Grossman Advertising, Chicago, packaged goods; MacCowan Advertising, Glenview, Ill., raw materials, and Jerry Bryant Advertising, Chicago, foundry and flooring.

• **Gordon R. Lichwardt** has been appointed advertising manager of General Tire & Rubber Co., Akron. Formerly tire sales manager for the company's Charlotte, N. C., division, Mr. Lichwardt succeeds John G. Ragsdale, recently named assistant to the vp of sales.

• **Capitol Records,** Los Angeles, will put a big chunk of its Christmas ad budget into a catalog promotion in the December *Esquire*. The 16-page removable insert features 144 record albums in color. Young & Rubicam is the agency.

Cranberry Push Melts in Heat of Cancer Scare

(Continued from Page 2)

is done in the two-month period spanning Thanksgiving and Christmas.

■ The government announcement early in the week received front-page coverage in newspapers across the country and extensive publicity via tv and radio, and the subsequent damage is not likely to be offset by a further announcement on Thursday which exonerates cranberries of the cancer onus.

On Thursday, a chemist at American Cyanamid Co., which conducted the laboratory tests on which the government based its warning, announced that the weed-killer's effects on rats were not applicable to human beings. Dr. Boyd Shaffer, the Cyanamid chemist who conducted the experiments, said a human being would have to eat 15,000 lbs. of contaminated cranberries daily "for many years" to sustain any ill effects.

■ When the federal warning was sounded Monday, Ocean Spray Cranberries Inc.—a grower cooperative which controls 75% of the total crop and which does most consumer advertising for cranberries—went into a huddle with its agency, Batten, Barton, Durstine & Osborn. After five days of conferences, the outcome of the meeting was still uncertain.

Stan Bogan, account supervisor at BBDO, told ADVERTISING AGE that a decision to launch any special advertising campaign in the face of the government's warning has yet to be made. He indicated that so far most of BBDO's efforts have been in the area of public relations.

■ "We're devoting all our efforts to getting these berries freed-up and on the market," said Mr. Bogan, "and we're doing this by applying pressure through every possible source, political, the press, television and every other place we know.

"At this point advertising is the last thing we're thinking about—we're trying to save a client's business," he said.

Mr. Bogan added that the cranberry growers will hold a board meeting next week "to figure out whether they've got a business or not." Advertising, he said, won't be considered "until we know whether we have any berries to sell."

Also at stake in the cranberry crisis is a $3,000,000 budget spent or committed by Ocean Spray in 1959—$2,000,000 in media and an additional $1,000,000 in promotion.

■ According to Ambrose E. Stevens, exec vp and general manager of Ocean Spray, the cooperative has already spent $1,200,000 in media advertising to date. An informed source at BBDO said an additional $800,000 has been committed in various media for the remainder of the year and into early 1960. An additional $1,000,000 was earmarked for promotion and publicity, the source said.

Most of the expenditure so far has gone for a new campaign, kicked off this fall, boosting cranberries as the "natural mate for every meat" (AA, Aug. 11). This campaign is still running in various print and broadcast media. Last week the Jell-O division of General Foods Corp., White Plains, N.Y., announced it would launch (via Young & Rubicam) a major holiday promotion for a new relish using fresh cranberries and orange Jell-O. Participating in the promotion, which got under way Nov. 1 and was to continue through December, was Ocean Spray, which printed the Jell-O recipe on 16,000,000 bags of cranberries. According to BBDO, the campaign will "probably" be discontinued.

General Foods, however, heartened by public statements defending cranberries by such influential personages as Richard Nixon, today said it will move ahead with its print campaign tying in Jell-O with cranberries. The newspaper phase of the campaign will break this weekend. In some other areas, however, the company said it will "diversify" its campaign, replacing cranberries with apples and nuts in its advertising. Also discontinued, for the duration of the cranberry crisis, will be the newspaper ads scheduled by the growers. #

Tax Men Will Be Ad 'Censors' if Lobby Rule Stays

(Continued from Page 2)

tions on advertising and lobbying expenses which the bureau released for discussion two months ago.

Under the rules, ads which express views on economic, social and financial issues are regarded as allowable. But ads which seek to influence elections or legislation are disallowed.

■ Because of the absence of standards, a spokesman for the U.S. Chamber of Commerce said, the revenue service will find itself in an "administrative morass" if it goes ahead with the regulation in its present form.

"Each revenue agent will decide for himself when an ad is influencing legislation, and the decision in many cases will depend on how the agent feels about the issue the advertiser is discussing," said Joel Barlow, tax counsel for the chamber.

Summarizing the views of the Magazine Publishers Assn., James K. Polk, a tax lawyer, contended the effort to define "lobbying" ads is artificial. "The distinction between educating and influencing is thin at best," he observed. "Who writes his views and publishes them if they are not intended to influence?"

■ One way to narrow the issue, according to AFA, would be to distinguish between "political" and "governmental." AFA conceded that ads for political purposes might be treated as non-deductible. But it said comment on governmental issues ought to be deductible.

Noting that "lobbying" ads would be non-deductible even if the survival of the business were at stake, the National Assn. of Manufacturers said:

"This is of unquestioned importance when the issues at hand involve policies or actions of the government—at any level—that can have an effect on a business enterprise in its right to do business or stay in business."

■ Business and labor groups were shoulder to shoulder on one issue: Their common opposition to a section of the rule which prevents members from deducting dues payments if a "substantial" part of the organization's activity is devoted to lobbying.

The AFL-CIO opposed the provision of the rule authorizing business to use non-lobbying ads expressing social, economic and financial views. It foresaw an "avalanche" of propaganda ads. #

FCC May Alter Policy on Show Responsibility

(Continued from Page 1)
from taking any disciplinary action. A hearing is contemplated to consider the need for action. Then the commission will decide whether legislation is needed.

FCC's announcement said the commission "is reviewing the extent of its authority, in the light of the censorship prohibition in the Communications Act and court decisions reversing its efforts to regulate certain types of programs, including lotteries and giveaway programs."

In particular, FCC will solicit advice on these issues:

- **1.** Whether and to what extent broadcasters are following programming and advertising policies inimical to the public interest.
- **2.** Whether general standards heretofore laid down by the commission for the guidance of licensees in the selection of programs and other materials are adequate in view of changed conditions.
- **3.** Whether the commission should set out more precise standards for the guidance of broadcasters.
- **4.** Whether present policies and procedures in the review and consideration of performance of licensees in programming and advertising are adequate in view of the greatly increased number of such licensees.
- **5.** Whether existing law is adequate, or new law needed.

■ If the commission decides to tighten up on performance standards for its licensees, it will be the first time since the issuance of the famous "blue book," on March 7, 1946, that FCC has given the industry a yardstick for measuring its responsibilities.

Prepared under direction of former Chairman Paul Porter, and approved unanimously by the commission, the "blue book" lashed out at over-commercialism and told stations they have a responsibility to carry public service programming and public events programs in good evening hours. It spelled out detailed reporting controls to provide the commission with information about programming practices, which would be available for consideration at license renewal time.

■ The "blue book" said, "While much of the responsibility for improved program service lies with the broadcasting industry and with the public, the commission has the statutory responsibility for the public interest, of which it cannot divest itself."

In practice, however, the commission did divest itself. Broadcaster reaction against the "blue book" was so outspoken that the commission never again mentioned the stringent yardstick it had provided in the report.

The "blue book" acknowledged that advertising is indispensable to our broadcasting system and the welfare of consumers, but it contended new licensing procedures were needed "to eliminate excesses and insure a well balanced program structure."

■ The programming and advertising inquiry announced by FCC today will officially be part of the network programming study which was organized last February as an aftermath of the famous Barrow report.

Under this study, FCC's staff has already questioned network officials and advertising people on their role in arranging tv programs. #

Libby Switches Canned Meats to Tatham-Laird

(Continued from Page 1)
cause JWT took on Oscar Mayer & Co. last August (AA, Aug. 31), although Mayer markets and advertises, almost entirely, table-ready meats (sausage, wieners, liver sausage, bacon etc.), which are not competitive with any Libby products. Mayer, however, does process some dozen brands of canned meats, which are not advertised, and are sold through food brokers and not Mayer's regular sales force.

■ Libby considered the Mayer canned meats as competitive. This apparently represented a change in management thinking, as JWT had handled Swift & Co. table-ready meats and Prem, a canned meat product, for many years while also servicing the Libby account. JWT resigned the last of its Swift business last year (AA, March 3, '58), ending a 65-year relationship with Swift.

Libby told Advertising Age that it talked to several other agencies before choosing Tatham-Laird but declined to name the others.

The acquisition of the Libby business brings T-L back into the meat packing field after a two-year absence. T-L previously handled some $3,000,000 in billings on Armour & Co. canned and smoked meats before losing the account to N. W. Ayer & Son (AA, Aug. 26, '57) when Armour moved all of its food advertising into one agency.

The addition of Tatham-Laird will give Libby three agencies in the U.S. Batten, Barton, Durstine & Osborn, Chicago, will continue to handle Libby's frozen food and canned salmon divisions.

Total ad budget for all Libby advertising is estimated at about $4,000,000 annually. #

Charles Daniel Frey, Ad Pioneer, Former Agency Head, Dies

Chicago, Nov. 11—Charles Daniel Frey, 73, who headed his own agency here until his retirement in 1948, died today at Wesley Memorial Hospital.

Mr. Frey, who was born and raised in Denver, came to this city at 19 to work as a newspaper illustrator. He worked for the *Chicago Examiner* from 1905 to 1906 and with the *Chicago Evening Post* from 1906 to 1909.

■ In 1910 he formed his own advertising illustration company, Charles Daniel Frey Co., which was changed to give full advertising agency services 11 years later.

Mr. Frey was a captain in the military intelligence division of the Army during World War I and received a decoration from the French government.

He was active in both business and civic affairs. He was vice-chairman of the board of the American Assn. of Advertising Agencies in 1934 and a member of the Four A's executive board from 1933 to 1935. He was a director of the *Chicago Times* from 1939 to 1947. He is survived by his widow, two daughters and a son, Charles Jr., president of Poole Bros., Chicago printer.

Bolin West Frost

ANA'S TOP MEN—*These are the three men who will lead the Assn. of National Advertisers this coming year—and a busy year it should be for the nation's leading admen. They are Don Frost of Bristol-Myers and Roger Bolin of Westinghouse Electric Corp., new chairman and vice-chairman, respectively, of ANA, and Paul West, longtime president of the association.*

'Clean Up' TV or Give It Up, Frost Tells ANA

(Continued from Page 1)
his present advertising, including the factual support for its accuracy and the techniques used in its preparation, and to apply to it —and to all future advertising— the test that we have recommended."

■ Mr. Frost told the meeting that this statement of the ANA's position will be meaningless if each member company does not see that it is followed.

He reminded the advertisers that many of them are involved in the selection and production of shows and the production of commercials, and that all are concerned "with the public reaction to the misuse of a major medium.

"So it is up to us—all of us," he asserted, "to take whatever action we can to set our own houses in order, particularly in the area of commercial presentation. It is up to us, individually and collectively, to make sure that all of our actions can stand up to public scrutiny, can obtain the seal of public approval.

"Because if we don't," he warned, "someone else is going to do it for us.

"These are no idle words, hurled for effect from a meeting platform," he continued. "They are sincere words of warning, and it is later than you think."

■ Mr. Frost urged ANA members to let the public and the government know that the ANA is intent on following "every road offered to us by the democratic process of internal responsibility.

"Ours is a young, vigorous, productive but frequently misunderstood arm of the economy," he said. "Now we are faced with a crisis out of which we can emerge ever stronger—or from which could come some regulation so rigid that our most vital contributions would be nullified.

"And so we face a mandate, a mandate to live up to our responsibilities. It is most important that this mandate not have to be enforced by government, but rather that it be a mandate we fulfill ourselves. Right now we still have a choice—a choice I can sum up in just five words: Clean up or give up."

■ A press conference held following Mr. Frost's presentation brought out that while there had been no opposition by ANA members to the statement, "you can get a hell of a debate" on the subject from ANA members. Mention of the divergent views was made by Henry Schachte, exec vp of Lever Bros. and retiring ANA chairman.

Paul West, president of ANA, said it is too early for his group to take a position on programming control. "Nobody can have a firm position yet," he said. "When things settle down and emotions subside, we can get to that question; it's too soon to decide what is best."

Mr. West, asked if the ANA might crack down on members who disregard the admonition to "clean up or give up," said his organization has no policing power. Asked if a company could be excluded from ANA membership for violation of the new "code," Mr. West replied, "Anything is possible."

■ Meanwhile, the ANA's television committee, it was said, has been talking with the National Assn. of Broadcasters' tv code review board.

Donald H. McGannon, chairman of the television code board and head of Westinghouse Broadcasting Co., a speaker at the ANA meeting, said his board has no answer yet to the quiz scandals. "Finding an answer will be a matter of first importance when we gather at the November code board meeting," he said.

■ "There have been suggestions," he said, "that legislation can correct the possibility of such a thing again recurring. If statutory language can be written to correct the situation, then voluntary self-regulatory language can be so written, and I assure you it will be observed by the broadcasters.

"But legislation or regulation that enters into this forbidden land of program content would open a Pandora's box. The pursuant temptation to achieve control over other elements of television—even advertising—would be almost irresistible. 'The Lord leads men into deep water,' it has been said, 'not to drown them, but to cleanse them.' We have taken our bath in this situation. There can be no question about that. And we deserved it. Broadcasters are now more determined and vigilant than ever before to be masters of our own houses."

Mr. McGannon said broadcasters would resist without compromise "any unrealistic legislative or regulatory efforts, however eager the proponents, to place this medium under arrest."

■ An ANA panel on tv programming featured Alfred Hollender, exec vp of Grey Advertising; Rodney Erickson, vp of Warner Bros. Pictures; Don Durgin, vp of NBC-TV, and John Crosby, *New York Herald Tribune* tv critic.

Mr. Hollender said the networks had final responsibility for programming, but that advertisers have "a great involvement" in the medium and that "they can't walk away from that involvement." He saw "no necessary connection" between advertising's involvement and bad tv programming.

Mr. Erickson maintained that nobody controls television "and nobody can legislate controls."

Mr. Durgin said it is difficult to achieve programming balance "because some kinds of shows are much tougher to do than others."

Mr. Crosby said there should be no sponsors of television programs. Advertisers should pay the bill, he said, but they should have nothing to do with the show. #

Agencies Don't Give Clients Their Best Work, Miller Says

Hot Springs, Va., Nov. 10—Don C. Miller, marketing vp for B. F. Goodrich Co., today told the ANA meeting here that few companies get full value from their advertising dollars.

The one-time senior vp of Kenyon & Eckhardt said that at least 90% of all ad agencies know how to prepare better advertising than their work indicates. Unfortunately, he said, agencies tend to over-commit themselves "in the heat of a presentation, with approval of next year's campaign and appropriation at stake."

He said clients should share the blame if they encouraged or accepted over-optimistic agency commitments and subsequently received sloppy, over-extended agency service. #

Most Members Agree —but Some Differ— With ANA Statement

Hot Springs, Va., Nov. 11—Most ANA members and agency guests polled by Advertising Age were in accord with the association's stand on advertising's responsibilities.

There were some, however, who felt ANA should have taken an even stronger stand, and there were a few members who objected to it on the grounds that it made it appear that all advertisers had been guilty of some skullduggery.

Among those who thought the ANA stand should have been "stronger and more specific" was George Abrams, president of the Hudnut-DuBarry division of Warner-Lambert Pharmaceutical Co. It could have been stronger, he said, in the sense that it should have said something about "where do we go from here." It should also have been more specific by setting up an ANA "watchdog" committee to look into problems pinpointed by the tv quiz investigation.

■ The opposite view—that the ANA stand was too harsh—was expressed by an ANA-er who asked that his name be withheld:

"They went too far; they tarred everybody with the same guilty brush. Only a few ANA members are guilty of dishonest advertising."

Harry Schroeter, of National Biscuit Co., called it "the perfect statement." On the question of any possible police action by ANA, he said: "Nobody is going to tell me how to advertise cookies and crackers. I am responsible to my stockholders, not to the ANA." #

Strauss Leaves Manhattan to Join Daniel & Charles

Arthur J. Strauss, advertising manager of Manhattan Shirt Co. for the past 13 years, has joined Daniel & Charles, New York, as a vp and account executive on the Manhattan Shirt Co. account. Manhattan's advertising was consolidated with the agency earlier this year.

Admen Blast, Praise AA Editorial on TV

(*Continued from Page* 1)

newspaper and magazine space—with absolutely no voice on what is to appear in juxtaposition with his message.

"To me, that syllogism has a built-in gap in logic.

■ "When an advertiser buys space in a newspaper, he knows that his advertisement will appear in a news medium—and he knows the kind of news medium it is. When he buys space in a magazine, he knows the general content and reader-appeal of that magazine which is to serve as the carrier of his message.

"Push that argument to its conclusion and an advertiser would have no right to say whether his advertisement appears in the *Harvard Business Review* or *Playboy*, in the *New York Herald Tribune* or the *Greenwich Village Visitor*, on "Gunsmoke" or "Howdy-Doody."

"When that day comes, there will be few advertisers. Poke the pig of tv's shortcomings, if you wish—but don't expect advertisers to buy pigs in pokes."

■ But Mr. Ballard faced formidable opposition, among admen lining up behind AA's suggestion. One of the biggest guns sounding agreement was William Lewis,

K&E's William Lewis

. . . has favored the idea since 1936 and "I have never changed my mind."

president of Kenyon & Eckhardt, New York, which puts well over a third of its $90,000,000 billings in television. Mr. Lewis declared that he has favored divorcement of advertising from program content ever since he was program chief at CBS in 1936, and "I have never changed my mind."

On the same side was William Bernbach, president of Doyle, Dane Bernbach (a big agency with relatively little tv billing), who said: "The difficulties in the way of divorcing advertising people from programming may indeed be insurmountable, but the effort should be made. The divided responsibility for programs actually places responsibility nowhere. And the agencies' preoccupation with program quality tends to obscure what should be its primary concern—the quality of its commercials."

■ More light was thrown on the difficulties by Campbell-Ewald's board chairman, Henry G. Little, who favored AA's proposal in theory but feared that in practice, as things stand today in tv, it won't work.

"I think there's merit in the idea," he said, "yet the agency, in the interest of its clients, should retain some degree of control. Otherwise, the advertiser may find himself in wrong company once in a while—with his commercials on the wrong kind of show, for him.

"Magazines are different. You know ahead of time what content

DDB's William Bernbach

"The difficulties . . . may be insurmountable, but the effort should be made."

is going to be. If television program content was that grooved, that established, then I would say you couldn't go wrong with the magazine concept of tv. But tv is far from that.

"Perhaps we are in a revolutionary period, and the change will come, but the obstacles are great."

■ Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, applauded AA's editorial. Mr. Cone, who has in the past advocated a "magazine advertising concept" for tv, agreed with AA's contention that advertisers and agencies should "get out of show business" and said that the proposal deserves "intensive consideration."

Typical reaction among middle-size agencies, which generally supported AA's proposal, was that of John W. Shaw, president of John W. Shaw Advertising, Chicago agency which puts 37% of its $7,000,000-plus billings into tv:

"I am all for it—as long as there is a channel of communication between the advertiser or agency and the network.

"Networks should handle their own editorial content, and do it well. We would welcome the opportunity to have the networks come to us and say—'Here is a seven-day schedule of programs . . . we are trying to make it as good as we know how'—and then sell us time during that week. That, in effect, is what the magazines do. The networks haven't done it, and that's why they're in trouble."

■ Among many others, echoing these sentiments:

Winthrop Hoyt, board chairman, Charles W. Hoyt Co., New York: "I have always believed that control of broadcast programs should be in the hands of the stations and networks. When television first arrived on the scene, I had hoped the change would take place at that time. Some day this will be the case."

L. G. Wesley, president of Wesley Associates, New York: "The history of the advertising business has shown that any medium is weakened when the editorial and advertising departments have not been separately administered."

■ But storm clouds gathered on the advertiser front, as violent rumblings were heard from top advertising executives of some of the nation's largest advertisers:

Max Banzhaf, director of advertising, promotion and public relations, Armstrong Cork Co., Lancaster, Pa.:

"Your editorial makes four false assumptions and reflects an amazing lack of factual information for a publication devoted to the advertising business. You assume the following: (1) that advertisers have maintained complete control over programming, (2) that all, or even the major portion of bad programming, frauds, sins and indiscretions are either committed by, or induced by, advertisers, (3) that the interests of advertisers are contrary to the interests of the public and (4) that if advertisers had no voice in the programming, all of the ills of television would be corrected.

"I am frankly shocked at your lack of knowledge of how the television business operates and of the trends of recent years.

■ "The advertiser does not now and never has maintained complete control over programming. Taken as a whole, the major control over programming has always been in the hands of the networks and in the past three to four years, the networks' control has increased substantially.

"There has been considerable complaint over the plethora of westerns and crime shows and over poor programming generally. This complaint is justified, but if you will look to the origin of most of these programs, you will find that they were not conceived or even ordered by the sponsors but were originally conceived and packaged by the networks or independent producers and then offered to sponsors for sale. You may wonder why sponsors buy them and if you do, you have only to look at what else is offered to them to buy.

"This trend toward network produced programs has been on the constant increase over the past three or four years and it is no small coincidence that this also covers the period of time when we have had some of our worst programming on television.

"Sponsors are no more, and I would say less, slaves to the false god of ratings than are the networks, and if you doubt this, check on what happened to the Voice of Firestone and other fine shows.

■ "If you had ever taken the time and trouble to talk with a large number of sponsors, you would find that they are every bit as concerned about the public interest as are the networks and much more so than most of the package producers.

"I am not trying to say that sponsors have a corner on the creative brains or that they are the only public-spirited people in the nation. Far from it, but I deeply resent your inference that they are a collection of insensitive dolts whose only interest is their personal greed and avarice. It reflects an exceedingly naive and unsophisticated point of view that went out of style with slickers and muskrat coats in the '20s.

"The solution, I think, is not to make wholesale condemnations, but to drive out the wrong doers regardless of the label on their doors."

■ Buttonholed by AA editors at the meeting of the Assn. of National Advertisers at Hot Springs were the following ad heads of leading advertisers—and this is what they said:

Douglas L. Smith, advertising and merchandising director, S. C. Johnson & Son, Racine, Wis., termed the AA editorial "naive" and lacking in understanding of "how little the advertiser has to do with a tv show.

"We don't say a single thing about the Red Skelton show. I see a synopsis of the script a week ahead of time, and the same is true of the Garry Moore show. He has made it clear that he bosses his own show; we only know who the guest star will be."

Mr. Smith admitted that they

Johnson's Douglas L. Smith

"We don't say a single thing about the Red Skelton Show . . . We don't have control."

discuss live commercials with producers and performers but said they never have a problem resolving any differences of opinion. "Realistically," he said, "we don't have control. But we are entitled to know, in view of the fact that we are investing millions of dollars, what's going on and every right to suggest certain things that we might want."

■ He felt strongly that the networks let advertisers down by failing to provide proper safeguards against the quiz show type of thing.

"Advertising got hurt, not television," he asserted. "Tv has real vitality, and will bounce back. Why, a smart producer today could put together a completely foolproof quiz show right now and I think it would go over big."

Reginald Testement, advertising manager, Grove Laboratories: "I do not believe that the advertiser will ever get completely out of programming, or that radio and tv will eventually swing over to the 'magazine concept.' If this concept did come to broadcasting, and programs became simply spot carriers, I think the quality level of programming would drop off. With the advertiser out of the picture, there wouldn't be enough incentive on the part of the network to do really creative, high-quality programming."

George Abrams, Warner-Lambert Pharmaceutical Corp., opposed having the advertiser keep hands off programming, because it has been his experience that if the advertiser doesn't work closely with program producers, he won't get the type of programming he desires. "If the networks and packagers had really top-notch creative people this would not be necessary," he added, "but as this is not the case the advertiser must watch closely to make sure he gets what he wants.

"The magazine concept won't work under present buying conditions, because of long-term commitments. Any advertiser would be happy to have a guaranteed audience, but I don't believe such an audience can be guaranteed over a long stretch.

"Unlike magazines, which can tell you what circulation you will get, in tv a show opposite the one on which you have bought time can kill you if it happens to be a special or a spectacular."

■ As an example of how an advertiser can get hurt by not having any control over a show's content, Mr. Abrams cited his experience (while still with Revlon) with the "Walter Winchell File" show:

"We bought this show as a package, and the first week it got great ratings. And the same for the second and third weeks. But then the packager decided to change the format, switching the story theme to psychological drama. The ratings took a nose-dive, and because we were unable to get hold of a script until two days before each program, we couldn't do anything about it. Yet we had signed a long term commitment to sponsor the show."

Commenting on the degree of control exercised by Revlon in the case of "$64,000 Question," Mr. Abrams pointed out that Revlon had had five successive tv shows that failed and was determined to work as closely as believed necessary to make its latest venture a success.

Donald S. Frost, vp and ad director, Bristol-Myers, and new ANA chairman, cited two shows that he said B-M found and then took to the network—and they did it after the net had offered them two properties for tv that they found unacceptable. The shows were "Alfred Hitchcock" and "Peter Gunn." Therefore, he said, advertisers "do have to have a hand in programming, because they often come up with ideas or talent on their own that turn into good program properties."

Tad Jeffery, vp and ad director, Bulova Watch Co., maintained that right now, due to the scandal, it would be impossible for advertisers to adopt a hands off policy on programming. "In fact, in view of the scandal," he declared, "they are less likely than ever to turn over all programming responsibility to the networks and/or the program packagers. But it is conceivable that at some future time advertisers will be willing to leave programming to the nets and packagers."

Bob Piggott, Pet Milk Co.: "The advertiser who sells products designed for a specific audience or audiences will never turn over control of the placement of his advertising to the networks, because he wants to reach certain segments of the listening or viewing audience. He must be able to select program formats and time that are best suited to his products and if he simply buys a total audience on a spot basis he will not be getting the type of audience he desires. I would rather reach (for Pet milk) 5,000,000 people with a show that has the proper climate for my sales message than reach 10,000,000 people just picked at random."

■ Among the networks, no comment came from NBC or CBS. ABC Television President Oliver Treyz shied away from complete control of programs. He believed advertisers should be allowed to sponsor programs of their choice because the public "likes the idea of knowing who is sponsoring their favorite tv entertainment."

Among agencies, more comments:

Arthur Meyerhoff, Arthur Meyerhoff & Co., Chicago: "You don't have to move control of programs away from the agencies. It's already moving—into the hands of package operators and networks. It is my impression that very few shows today are produced by agencies; the packagers bring the show directly to the networks, which, in effect, become co-producers and sell it to sponsors."

Howard A. Jones, president, Keyes, Madden & Jones, Chicago: "Give up control? Nothing doing. I don't want an impersonal guy between me and what we present to the viewers. In the old days—and now I'm talking about radio—the clients had great integrity. There was no trouble like this. Then, with tv, they began buying package shows. That's when the trouble began.

"The reason for the package shows is that the agencies are avoiding responsibility."

[As AA went to press, more comment came flooding in. More next week.] #

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

MARKETING MAN, some advertising experience, work with VP of large northern New Jersey (Bergen County) metal-working company and agency on basic program data; late twenties; good future, salary commensurate with experience; send confidential resume to

Box 3113, ADVERTISING AGE
630 Third Ave., New York 17, New York

PHOTOENGRAVING SALESMAN. Out-of-town plant doing top quality black-white and color seeks New York Salesman. Replies confidential.

Box 3128, ADVERTISING AGE
630 Third Ave., New York 17, New York

NATIONAL ADVERTISING AND PROMOTIONAL MANAGER—
This is an unusual opportunity for an experienced advertising man with good administrative ability to step into a top spot with one of the fastest growing manufacturers in the building field. Akron, Ohio - Location.
The right man for this position must be able to help plan, budget and stimulate merchandising and sales promotion programs. Good Salary, all company benefits. Write

Box 3130, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN

Experience with Food, Refrig. or Food Equip. Mag. Estab NY & New Eng. Terr, Salary $6,000 + Bon. **Dunhill Agency, 100 W. 43rd, New York 36, New York**

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

AGRICULTURAL COPYWRITER
Financially sound, growing central Illinois agency has opening for copywriter with farm background. Farm equipment knowledge desirable but not essential.

Box 3131, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES TRAINEE WANTED
Magazine has opening for advertising space sales trainee in its New York office. Travel required. Salary and bonus. Outline your background, business experience in letter.

Box 3132, ADVERTISING AGE
630 Third Ave., New York 17, New York

RADIO-TV WRITER
FRESH TALENT WANTED BY AGENCY EXPANDING IN CHICAGO
At the start, you will turn out live scripts in volume . . . primarily food copy for local stations. But we consider this job a training area for young writer with 2-3 years experience: one who burns with talent and desire to create outstanding film commercials in near future. Have you got it? Tell us why. Write to

Box 3133, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

SECRETARY
The Chicago office of Cunningham & Walsh, Inc., advertising agency has top secretarial position open for experienced young secretary. Convenient location at 6 North Michigan Avenue. Phone **Miss O'Malley, ANdover 3-3138, for appointment.**

HELP WANTED

ADVERTISING—COPY—LAYOUT MAN wanted to handle a monthly Sport Publication in Puerto Rico (in English). Must be able to coordinate with printer. Desire young, progressive man who wants to grow with publication. 25-30 yrs. Must be HUNGRY. Send complete resume with character reference. **P. R. Bowling News, Box 64, Roosevelt, Puerto Rico (Air Mail)**

COPY-CONTACT GIRL
Daring Chicago agency needs another creative person—a woman, aged 28-40. Should be someone who came up the hard way . . . possibly from secretary to copy . . . who's been anxious for that real opportunity. Send resume, photo and career expectations. Salary open.

Box 3134, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED CRACKERJACK SPACE SALESMAN
High-powered display advertising salesman on high-potential, exciting classification. To represent newspaper that is a natural for same. Presentation that really helps make sale is ready. Substantial five-figure salary. Willing to talk about attractive commission. No lightweights. Proof of past outstanding sales success. Write full details to

Box 3135, ADVERTISING AGE
630 Third Ave., New York 17, New York

PHOTOGRAPHY-ART
Sales executive required by Chicago Studios offering comprehensive photographic and art service. Excellent opportunities, liberal drawing and expense accounts. Send resume and (if possible) recent photo.

Box 3136, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR
for well-rated Chicago agency. Strong layout man, versatile artist on national consumer and trade ads, direct mail. Send resume.

Box 3146, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

SALES MGR—SALES PROMOTION MGR FOR CREATIVE LITHOGRAPHER
Los Angeles or San Francisco
17 years exp in Sales Mgt, Sales, Advtg, Marketing. Now earning over $20,000; will start for less and base future income on my ability to substantially increase sales. Detailed resume on request.

Box 3120, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY OR ADVERTISER
Bright, hard worker with potential seeks to broaden. Two years top agency experience, one with account responsibility—pkg. goods. MBA in marketing. Growth opportunity important. Please write for resume.

Box 3122, ADVERTISING AGE
630 Third Ave., New York 17, New York

PHOTOGRAPHER/PUBLICIST TEAM—
Available on assignment. By story or campaign. **Phone INdependence 3-8008 or write WENGAARD, 3124 N. Sacramento, Chicago**

SPANISH ADV. COPYWRITER EXPORTERS-AGENCIES W/LATIN ACCOUNTS
Let me write your Spanish copy for ads. Through mail I can solve your problems. Exp. in top Cuban agency. Degree. Write **J. V., 11 Sellers—Upper Darby, Pa.**

POSITIONS WANTED

INTELLIGENCE and ambition available for TV production. New York and Los Angeles exp. All phases. **Patricia Lutz, 3457 So. La Brea, L. A. WE. 1-9305**

ADV. MGR. - Part time
Will create and supervise your adv. program or any part of it. Sales prom., direct mail, etc. L. A. area.
V. FRED RAYSER OL. 4-5025

WRITER-editor-makeup man versed in facets of producing magazine will relocate.

Box 3137, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART DIRECTOR, TOP FLIGHT
Available now. Solid experience, wide range, all media. 13 years with finest agencies and studios coast to coast.

Box 3138, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCT. EXEC./ADV. SALES PROM. MGR. AVAILABLE
Versatile Adv. and Creative Sales Exec. (12 yrs.) seeks creative A/E spot with agcy. on way up OR mfg. where "can do" is essential. Bkg. of Adv., Sales Prom., own Agcy., A/E (ind. and consumer accts.) Top copy, comp. layouts, knows graphics. 32, college, single, personable. Salary equals challenge.

Box 3139, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VERSATILE CREATIVE ARTIST
all media, layout, art, production.

Box 3094, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SAVE TIME-COSTS ON MARKETING FOLLOW-UPS IN THE CHICAGO AREA
An experienced package goods marketing executive has a limited amount of free time available to accept interesting part-time assignments around Chicago. Sales, market conditions, and trade reports prepared and evaluated. Your inquiries are treated in confidence.

Box 3142, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

College Grad., Recent Vet., diversified sales exp. is seeking position for marketing training program or to aid in marketing studies. Willing to relocate.

Box 3143, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

ADVERTISING MAN
7 yrs. agency exp. heading prod. dept. plus rt. hand to principal in media, budgets, copy ideas, client contact. Creative, well-organized, young, coll. grad, married, pres. employed.

Box 3140, ADVERTISING AGE
630 Third Ave., New York 17, New York

MEDIA - EXEC. SEC'Y. 10 YRS. EXP., Chicago or Milwaukee preferred. Salary $550-$600 per mo. Write

Box 3141, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

PUBLISHERS
•Experienced sales-representative invites inquiry from Publishers regarding consistent coverage of Southern Midwest territory. 11 years experience calling on clients and agencies in Missouri, Kansas, S. Illinois plus key areas Oklahoma and Nebraska. Familiar in Trade, Industrial and Consumer fields. Some editorial background also.
•Married, University graduate, Journalism degree. Full information, resume sent on request.

Box 3125, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHER'S REPRESENTATIVE
FOREIGN TRADE DIRECTORY—Annual, High Comm. Top drawer accounts. Write **Arpadi-Saretti Associates, 45 E. 34th St., N.Y.C. 16.**

REPRESENTATIVES AVAILABLE

MEDIA REPRESENTATIVE
Experienced representative wants established publication—Trade or Consumer. New England area. Excellent knowledge of its agencies, accounts and territory. Salary or commission. Write

Box 3144, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

FOOD PUBLICATION FOR SALE
Approv. $¼ Million Annual Gross Ad billing. Valued at $250,000. Worth looking into. Principals only.

Box 3030, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

Color reproductions, catalogue sheets, fast service, top quality.
Skokie Colorgraph
Morton Grove 8, Illinois

N. Y. OFFICE SPACE AVAILABLE TO PR GROUP
National adv. agency will sublease 1 to 3 very desirable rooms on favorable basis to reputable PR people. Agency can furnish some business.

Box 3145, ADVERTISING AGE
630 Third Ave., New York 17, New York

PRESS IDENTIFICATION PLATES
Press identification, attaches license plates, says "PRESS" weatherproof bakelite, 2 x 8⅛", holes top, bottom, 7" apart. $2 ea., postpaid, no COD, **Press Plates, 648 Scranton Ave., Lynbrook, N.Y.**

FAX VOBISCUM

Facts, that is. Be you researcher, copywriter, artist, account executive or publicist in any field pertaining to the plants, products, people or problems of the chemical industry we have the facts for you. Our 87-year-old organization has data on the industry's history, economics, consumer and industrial products, plastics, drugs and pharmaceuticals, among other things. The 1960-61 edition of the Chemical Industry Facts Book is just off the press. This handbook, written in lay terms, includes a glossary and an index. Price: $1.25. Write for your copy. And phone us when you need fast service on a specific query.

CLEVELAND LANE — ALLAN E. SETTLE
ELKINS OLIPHANT II — CHARLES E. WALLACE

Public Relations Department
THE MANUFACTURING CHEMISTS' ASSOCIATION, INC.
1825 Connecticut Ave., N.W., Washington 9, D. C.
In D. C.: HUdson 3-6126 In N. Y. C.: REctor 2-5440

WANTED: ADVERTISING AND MERCHANDISING MAN

We are looking for a man who has several years experience in advertising, sales promotion and merchandising.

Desirable qualifications include a knowledge of sales and promotion in the consumer, photographic and sporting goods fields; ability to work with salesmen and dealers; complete familiarity with the creation and production of consumer and trade paper ads, printed material and displays.

Applications should include samples of work; summary of sales results realized; salary expected; education, age, personal data.

BAUSCH & LOMB OPTICAL COMPANY
Rochester 2, New York

PROMOTION and PUBLICITY DIRECTOR

Fast-growing manufacturer of mobile soft ice cream units franchised coast to coast has exceptional opportunity for an aggressive self starter with energy and ambition.
The job calls for development of consumer promotions, premiums, contests, point of sale, etc. that will sell ice cream products, enthuse dealers, as well as writing and releasing trade and newspaper publicity.
Here's a solid growth opportunity with virtually unlimited ceiling. Are you our man?
Send resume and financial requirements to "President"
DAIRY DAN INCORPORATED
Brooks Building
Wilkes-Barre, Pennsylvania

ACCOUNT EXECS, SPACE SALESMEN, etc., etc.

If you are a
"STATUS-SEEKING ORGANIZATION MAN"
. . . STILL SEEKING . . .
We would like to OPENLY PERSUADE YOU to look into the SECURE, NON-ULCER RIDDEN FIELD OF INSURANCE!
The transition is easy.
Want some motivational research facts?
Give me a buzz . . . Norman Traynor, JU 2-1177, N.Y.C.

CHICAGO EMPLOYERS!

We have well qualified
Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
Editors
Photographers
PROFESSIONAL, SALES AND CLERICAL OFFICE
ILLINOIS STATE EMPLOYMENT SERVICE
73 West Washington Street
Financial 6-3960

WANTED LAYOUT ARTIST

Should be able to prepare comprehensive newspaper layouts in any degree of finish. Some art work. No prima donnas! Top salary. Call Riviera Convertible Sofa Bed Co. LU. 7-4165, Ext. 35. Los Angeles, Calif.

ARTISTS WANTED

Who would like to enjoy life and grow in sunny, busy Dallas, Texas. Our firm has grown ten times in five years. Need talented young artist to do effective layouts, type spec. and mechanical art for magazine ads, direct mail and annual reports. Also need competent type-spec-and-paste-up artist for mechanicals. Send complete resume of work history, snapshot of self and indicate annual salary. Excellent insurance, fringe benefits and profit sharing. ADDRESS: **DON L. BAXTER, President, DON L. BAXTER, INC., Melba Building, Dallas, Texas.**

ADVERTISING MANAGER WANTED FOR GROUP OF JEWELRY STORES

Excellent position with growing organization for experienced man who knows art, copy, layouts, newspaper and direct mail promotions. Some TV advertising. Must be creative and capable of directing department. Send resume—salary desired and samples if possible. Permanent position with company benefits. All replies confidential. Box 798, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

A CAREER REVIEW

. . . may be in order!

We have hundreds of client listings in advertising and related fields. Manufacturer and Agency—$5,000 to $50,000.

Confidential — Nationwide — Efficient

Send your résumé for Confidential Handling
DRAKE PERSONNEL, INC.
America's Largest Advertising Placement Agency
29 East Madison Bldg. • Chicago 2, Ill. • Financial 6-8700

MARKET RESEARCH

Executive

Available

Proven record in planning, coordinating and executing all phases of marketing, audience, advertising and editorial research with leading specialized business magazines. Well oriented in marketing, media and sales promotion areas. Seeks challenging opportunity with growth potential. Age 41. Box 813, Advertising Age, 630 Third Ave., New York 17, New York.

Advertising Agency Opportunity

Retirement of principal owner of profitable, well established 4-A agency in Chicago presents unusual opportunity for man of proven advertising and executive ability. Inquiries and negotiations strictly confidential.

Box 814, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BIRCH *Personnel Service, Inc.*

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

Advertising
Jr. Space Salesman

Space sales with service & copy responsibility. For trade mag publisher. Some basic sales & advertising exp. necessary. $80-$90 start with excellent potential for advancement.
Box 797, ADVERTISING AGE
630 Third Avenue, New York, N. Y.

AVAILABLE
TELEVISION-FILM SUPERVISOR

Astute, mature, seasoned, television-film production supervisor seeks new, expanded position. Well known in trade. Twenty years of broad, practical, worldwide, experience will enable employer to reduce costs and increase efficiency and quality of product. Possess creative mind as the record shows; unique, workable ideas my forte. Background includes 4A and association work; latter cut across all lines of advertising, education and public relations. All in all a knowledgeable critter. Interested?

Box 812, Advertising Age
630 Third Avenue, New York 17, New York

MR. AD EXECUTIVE

Looking for an account executive, ad manager, copy writer, media director or space salesman?

FRED JOHNSON

formerly with Crowell Collier, now Advertising Employment Consultant

DOROTHY DOCKSTADER CONSULTANTS
64 E. Lake St., Chicago RA 6-6167

COPYWRITER WITH A FLAIR FOR FASHIONS AND HOME FURNISHINGS

If you can write—and sell through the printed word—we can promise you a stimulating and secure future. We perfer a personable young lady, age 25 to 35, with an Advertising Degree.

Outstanding benefits, profit sharing, bonus. Salary open. Samples desirable. Chicago location.

Write or phone Operating Manager
Department 744
Sears, Roebuck and Co.
925 So. Homan, Chicago 7
KEystone 3-2500, Extension 3791

OUTSTANDING OPPORTUNITY FOR EXECUTIVE

With solid agency, marketing, creative background. Must be capable of building and backing present accounts, have drive to develop new business. We are small midwest agency billing $450,000 in five accounts, looking for the MAN with knowledge and spark to help us grow. In return we offer excellent compensation at start with opportunity to participate in agency ownership. Age is no factor . . . experience is. Please send resume and photo; your reply will be held in confidence. Our people know about this ad. Box 810, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

A. E. FOR MIAMI

Established growing Miami agency needs A. E. with consumer & trade ad experience. Prefer background with smaller or middle-size agencies, for in our shop (17 people) a fellow may wear several hats.

Should know trade channels, merchandising, be able to formulate, present, and execute plans, have a good record of keeping clients happy.

The climate is wonderful, and the opportunity is excellent—(but don't expect New York salaries). Air mail full details today.

Hume • Smith • Mickelberry
Advertising
126 S.E. 2nd Street, Miami

WANTED

AGENCY CREATIVE DIRECTOR

Kentucky's largest ad agency seeks a seasoned creative director to supervise all creative work

THE RIGHT MAN is probably between 40 and 50 has a strong agency copy background and sound understanding of art direction and the graphic arts is a nimble campaign planner and a perceptive critic of copy has mature judgment, yet is imaginative has the faculty for getting things done and a penchant for stimulating and inspiring creative people

REWARDS: a challenging opportunity as a key executive with an established agency staffed with top-drawer people a salary commensurate with his capabilities in addition to insurance and other benefits, participation in a truly generous profit sharing plan and the obvious advantages and amenities of working and living in a city like Louisville

WRITE telling us of your qualifications
We will interview in Chicago and New York in the near future

ZIMMER • McCLASKEY INC.

1469 S. FOURTH ST. • LOUISVILLE 8, KENTUCKY • MELROSE 7-8781

SHOPPING CENTER PROMOTION MANAGER WANTS CHALLENGES!

Now employed in the No. 1 Shopping Center in U.S.A. in dollar volume per selling Sq. Ft. Will relocate in a Regional Center. Creative—Hard Worker—Self Starter—Knack of getting along with *ALL* Merchants! Can furnish written recommendations of my work from *EACH* of the present Merchants & Owner of Shopping Center! Specialist in Merchandise & Community Promotions-Public Relations. Send for detailed resume. Shopping Center Principals only.

Box 811, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

CREATIVE ART DIRECTOR FOR AGENCY ON THE WAY UP

If you can take an idea and come up with a visual which sells it in a fresh, new way and, occasionally, suggest your own solution to a problem . . . there's a place for you in this Chicago agency that's grown through its ability to develop creative solutions to our clients' problems. You must be able to think quickly and visualize the same way. Starting salary $15,000.00.
Our people know of this ad. Send resume and proof of one ad you created and like to Box 809, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

Our 48th Year

STILL OPEN: 2 men scored near-misses. Top media director, big agency. Could be stymied ass't. ready to move up, really ready. $25M+
LAST CALL: (1) Copy, indust. (2) AE, indust. Both jobs to . . . 18M
APPLIANCES MERCHANDISER, major chain experience. 18M+
COPY, consumer. Can be young if big-acct. pkg. goods exper. Heavy plus benefits. 15M+

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn Chicago 3 CE 6-5353

ADVERTISING MANAGER

To assist in planning and to carry out advertising and sales promotion programs for lawn mowers and chain saws distributed through hardware, farm equipment and garden supply channels.

Should have agency or advertising department background, some copy and layout experience dealing with consumer and trade ads, catalogs, consumer folders, p.o.p. material and mailing pieces. Basic knowledge of offset printing will be helpful in supervising small print room with office-type offset equipment. Some experience in planning and conducting sales meetings plus public speaking experience or training would also be helpful.

Must be willing to relocate to or near our small town. Please give complete details or work history and salary requirements in first letter.

R. L. Kerkering, Sales Manager
THE ECLIPSE LAWN MOWER CO.
Prophetstown, Illinois

NEW CREATIVE OPPORTUNITIES AT GARDNER

Expanding creative needs in the St. Louis headquarters office of Gardner Advertising Company have produced some exciting career opportunities in our Television and Copy Departments. If you feel you can qualify for one of the following positions, please write and tell us that you'd like to be considered. Include a resume of your background, and a letter telling us what you feel you could contribute. If we decide to work together, you can expect to work in a stimulating creative environment, and enjoy the personal benefits that are an inherent part of life at Gardner. Starting salaries are based on your experience and ability. We feel you'll find them attractive.

Television Art Director. Create and develop film commercials on top food accounts. Experience necessary, either with agency or studio. Amount of experience is not as important as your ability, but we will want to see things you have done in this area.

Television Writer. Write television film commercials on top food accounts. Experience in writing film TV commercials necessary. Food experience desirable. Woman writer preferred, since food commercials are involved.

Copywriter. Write and build advertisements on major food accounts. Experience necessary, also familiarity with food product advertising. Woman writer preferred.

If we've sparked your interest in one of these jobs, write to Philip R. Smith, Personnel Director:

GARDNER ADVERTISING COMPANY
915 Olive St.
St. Louis 1, Mo.

Mercury Pushes Price Comparisons in Local Ads

DETROIT, Nov. 10—Local advertising on 1960 Mercurys is being based heavily on price, as is evidenced by appearance of ads with direct quotes giving dollars of difference between Mercury and competitive cars in the Detroit area.

Such ads also are running in Dallas, Jacksonville, Philadelphia, Boston, Cincinnati, Memphis and St. Louis, with comparative price being on four-door sedans in each case.

Names and prices of the competition are given, showing Mercury $140 to $200 lower than Buick, Oldsmobile and Dodge, and less than $50 more than Dodge Dart, Ford, Chevrolet and Plymouth higher price models.

Mercury cut prices markedly this year on some models, slicing $136 from its Monterey two-door sedan, $101 from the two-door and $72 each on the convertible and two-door and four-door hardtops.

▪ Mercury merchandising people contend the market for medium-price cars is expanding, not shrinking, if the price can be made right. Mercury sales rose in October to 16,691, the highest of any month in the last two years, said C. E. Bowie, general sales manager of M-E-L division of Ford Motor Co. #

GMA Told of $75 Billion in Grocery Sales by '69, with Ad Pace 'Exploding'

(Continued from Page 3)

ly defined" and said the proposed "cooperative merchandising agreements" (CMA) would be "only as effective and as good as we make them."

■ Marion Harper Jr., president and chairman of McCann-Erickson, addressed a luncheon at which the things he has planned to say but didn't, seemed fully as important as what he did say.

"Over the next ten years," he predicted in a prepared text, "the annual rate of American advertising will grow by as many dollars as it has in all the years since Benjamin Franklin." With this doubled ad volume of $22 billion approaching at an accelerating and exploding pace, Mr. Harper saw "a number of trends and practices which are now on a collision course."

One of these was the maintenance of an advertiser taboo on "so-called product or account conflicts in the selection of advertising agencies," which "poses an almost ridiculous dilemma."

Pointing out that banks, law firms, accountants and printers all handle competitive accounts, Mr. Harper said that agencies "are capable of the same responsibility, and agencies that can't be trusted with the control of classified information should properly be fired." He said changes in the veto on conflicting account handling would encourage the agency growth "that's needed to provide marketers with broad contemporary services."

These comments were deleted from his address, but he told a reporter later that this was only because the luncheon was running late, and he stood by his printed script. Among the nine other "collision courses" cited at the lunch were:

• **1.** A suddenly expanded demand for advertising converging with great rapidity and strength on a relatively limited media supply. "How much bigger, for example, can some of our Sunday newspapers get?" he asked. And the problem in television is probably more troubling.

"The problem won't be solved by an increase in commercial minutes per program hour. We'd oppose this even if the FCC would consent. The reason is that a glut of commercials can turn an electronic Main St. into a midway. The trouble with a midway is that the over-all decibel level is so high that a selling message can easily get lost."

• **2.** The drive for greater and greater mass coverage, "which in turn imposes a strain not only on advertising budgets, but on publishing budgets," limits the access of a small advertiser to the mass market and forces large advertisers to concentrate in a few media at the expense of other promotional activities.

He suggested the 1960s might need new publishing properties, increasing segmentation plans of present media, possibly a fourth tv network and even the invention of an entirely new advertising medium.

• **3.** The obsession with low cost per 1,000 which forces many tv advertisers into participating alternate sponsorships, where they "risk giving up selling impact for the sometimes deceptive arithmetic of coverage and frequency."

• **4.** The insistence on high ratings and making mass audiences more massive, which "can degrade television as an advertising medium and can be responsible for large audiences of viewers rather than prospects" and can abdicate advertiser responsibility for quality programming.

■ Mindful of the tv quiz investigations, Mr. Harper said sponsors and agencies must continue to exert strong influence on broadcasters "as long as there is no government subsidy or head tax on viewing. The money risk remains largely the advertiser's, with no guarantee of circulation to him commensurate with his investment." He asked whether or not the ratings concentrations might not force the appearance of subsidized networks and asked for network initiative and advertiser cooperation in providing more choice to the viewer.

• **5.** Certain kinds of advertising, slanted at a low intelligence level, which are in conflict with a rising literacy and cultural level.

• **6.** Needed analysis and study, "as never before," of the differences between reading, looking and listening and their different perceptual values for the advertiser's message.

• **7.** Continuation of newspaper buying on an inefficient market-by-market basis by national advertisers and the pressing need to try once again for a national newspaper network.

• **8.** Mounting discrepancies between fast-climbing investments in new product research and today's level of communications research. In this connection, he criticized the ad business for not adequately staffing and financing the Advertising Research Foundation.

■ James O. Peckham Jr., exec vp of A. C. Nielsen Co., made his annual report to the grocers on how their business is faring and said that during 1959 nationally advertised brands had improved their share of market fractionally from 74.4% to 74.8%. Significantly, this reversed a small but persistent decline that has been in effect since 1956.

He predicted an increase of $27 billion (56%) in grocery store sales by 1969, to a volume of $75 billion; a population of 210,000,000, and a gross national product of $700 billion. He labeled this a "rather conservative" estimate. Noting that since 1951 major advertised brands have captured about three out of four sales, he declared:

"With the increased emphasis that manufacturers of advertised brands are giving to new improved products—a situation that promises to become even more pronounced during the next few years—I would not be surprised to see manufacturers' brands approach a ratio of four out of every five sales, or 80% of the business, before the decade is out."

■ But he warned this would not be accomplished with present products, no matter how good they are. The "battle of the shelf" must be fought against private labels and distributors' labels on the one hand and against competing manufacturers' "dynamic" new brands on the other, he said.

Private labelers, he added, are basically "copycats," who can do neither the product nor packaging research of the national brands manufacturers—and in this lies the potential strength of the national label.

Based on a five-year analysis of 236 older major advertised brands, which was outlined in considerable detail, Mr. Peckham concluded that as many as 50% of today's major advertised brands will be faced with dynamic and successful new brands competition within the next five years. Further, when it does happen, the chances are two and one-half to one that competitive position will be lost, at a rate of 6% to 7% annually.

■ And even among the 50% which will be lucky enough to escape the tough new competition, Mr. Peckham said, the chances are one and one-half to one that such brands will have a competitive loss of 4%.

Faced with this prospect, Mr. Peckham told the grocery marketers their odds can be materially improved through four courses of action:

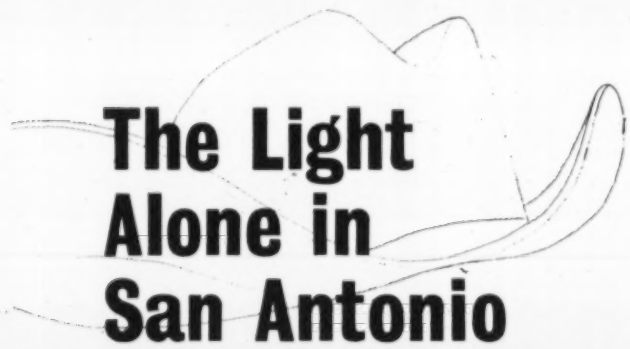
1. Make every effort to improve your present brand, no matter how satisfactory it may now be. This includes improvements in taste, texture, size, shape, effectiveness, color, convenience, attractiveness, packaging and so on, "as long as the improvement can be demonstrated to represent greater consumer value."

2. Improve the brand before competition forces you to: "It's essential to be first."

3. Tell the consumer about your improved product "with enough advertising to do a real job."

4. Promotions, couponing, demonstrations, sampling and trade support plans have value, "but these are secondary and in addition to product improvement and advertising."

■ "The key to winning the battle of the shelf," he concluded, "is to have an up-to-date, improved, well-trained product supported by adequate, appropriate and consistent advertising capable of delivering the knock-out punch of superior consumer value. If you have that, almost any reasonably well-planned campaign will win the battle of the shelf. If you don't, almost nothing will win." #



The Light Alone in San Antonio

Daniel Starch & Staff has just completed an authoritative study among newspaper-reading households in the San Antonio A.B.C. City Zone.

Important facts about San Antonio's three newspapers are revealed *authentically* for the first time through this study. Here is one example of comparative measurements usually regarded as *green lights* in media selection.

HOUSEHOLDS WITH CHILDREN

THE LIGHT reaches more newspaper-reading households in the A.B.C. City Zone with children under 18 than any combination of San Antonio newspapers

THE LIGHT—ALONE **64.5%** with 3 or more children under 18

EVENING NEWS MORNING EXPRESS net combined **52.3%** with 3 or more children under 18

The Light alone reaches 62.2% of the newspaper-reading households in the San Antonio A. B. C. City Zone

... no other newspaper, alone or in combination, Daily, Saturday or Sunday, reaches as many households as the LIGHT

NOTE:
Ask your Hearst Advertising Service representative to show you the complete Daniel Starch & Staff Survey of San Antonio's Newspaper Reading Households.

THE LIGHT
SAN ANTONIO TEXAS

Represented Nationally by HEARST ADVERTISING SERVICE INC.
Offices in 15 Principal Cities

The Protestant Religious Market — One of America's **BIG** Markets

There are more than 60 million church-connected Protestants in America.

Their churches and institutions constitute a $2.2 billion market.

Churches and related institutions buy instructional supplies, audiovisual equipment, books, office supplies and equipment, organs, pianos, furniture, buses, kitchen and dining equipment, fuel, fences, play and recreation equipment, construction materials and thousands of other products and services.

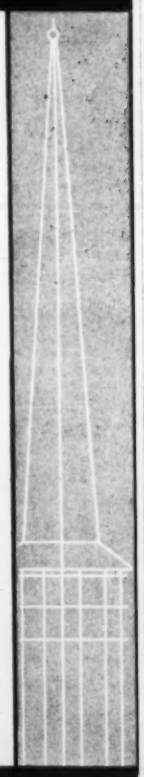
The Protestant Religious Market is a big market.

CHRISTIANITY TODAY, the magazine edited for the leaders of the Christian World, offers you top coverage of this big market through practically 100 per cent saturation of the important buying factors. In terms of readership this means:

- **Coverage of 200,000 key Protestant leaders of all denominations**
- **Every reader a buying factor—no waste circulation**
- **81 per cent readership by subscribers (independent survey by Opinion Research Corp.)—the highest readership among religious magazines**
- **Editorial vitality guaranteed by 140 contributing editors in all parts of the world**

CHRISTIANITY TODAY *is your "one magazine coverage" of the Protestant Religious Market.*

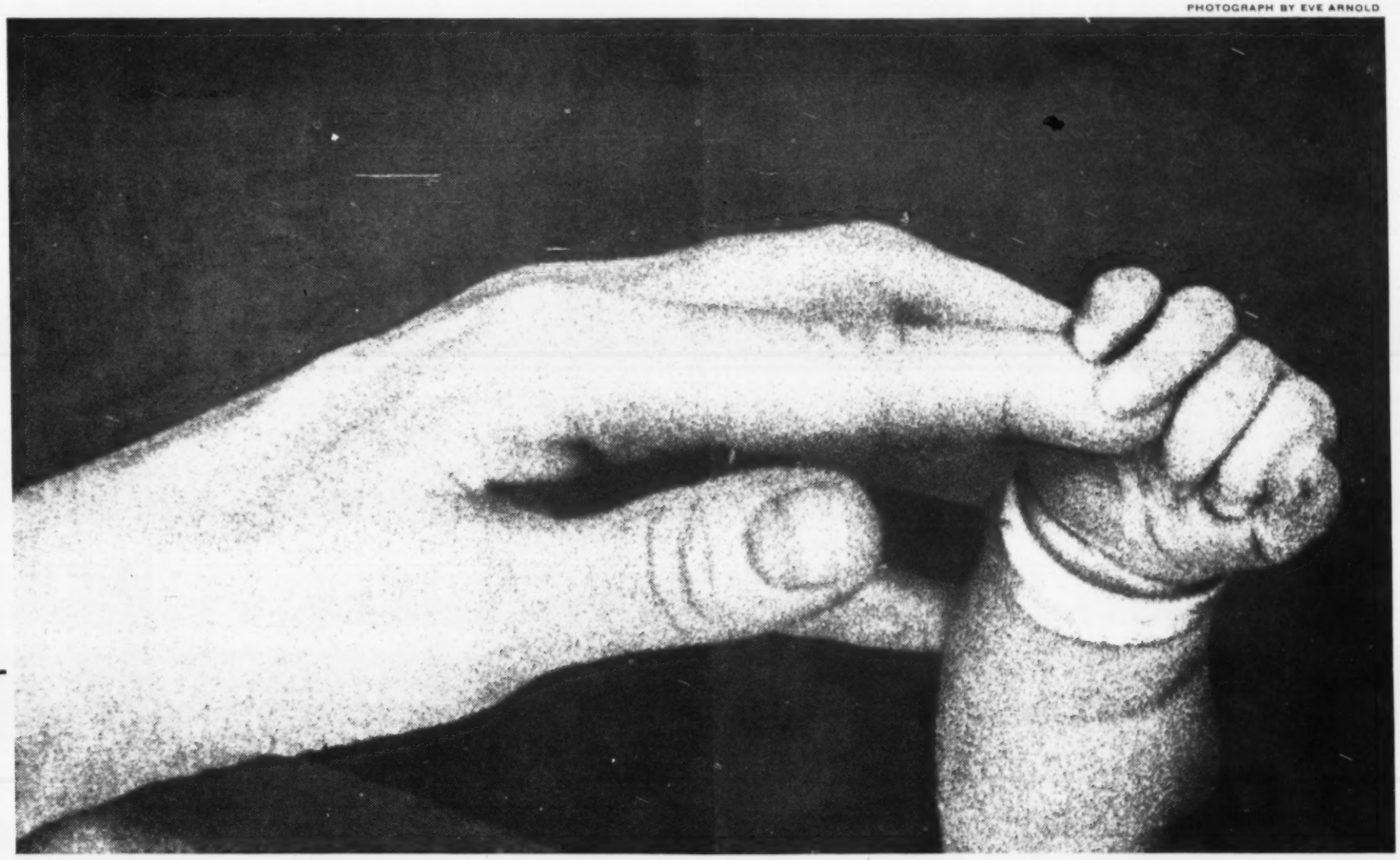
Write today for rates and data.



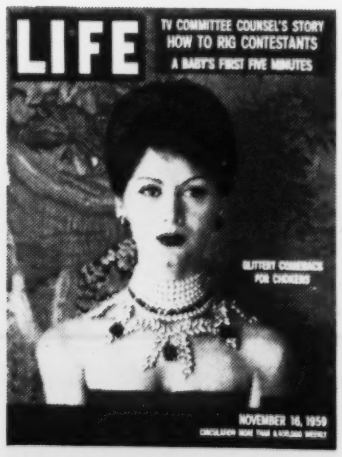
CHRISTIANITY TODAY
Washington Building, Washington 5, D. C.

IN TOUCH–if you want to get in touch with millions of America's best-buying families–fast–with news of a new product or a new slant on an established product, advertise in LIFE next week.* Give us your plates this Wednesday and your product will be selling in 6,600,000† copies of next week's LIFE.

PHOTOGRAPH BY EVE ARNOLD



From "A Baby's Momentous First Five Minutes"—only one of the memorable stories in the new issue of LIFE.



*In the new issue of LIFE, there's an ad from the Allstate Insurance Company—who gave us their plates just seven days ago—announcing a nation-wide reduction in insurance rates for compact-car owners.

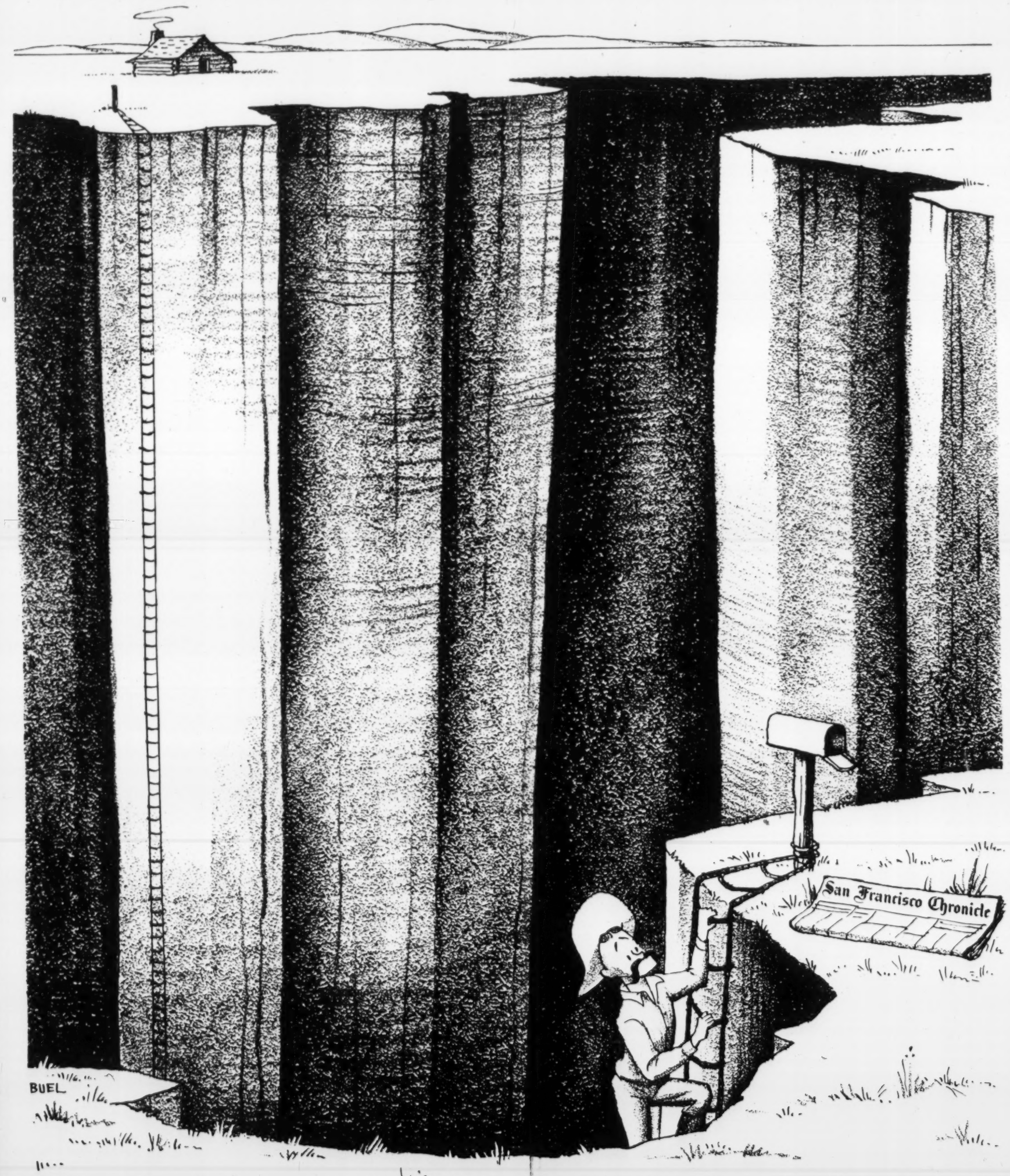
In the same issue, Simmons Co. took advantage of LIFE's "Fast Close" facilities to give customers a list of dealers in their areas featuring Simmons' new Beautyrest® Adjust-A-Bed.

For a special selling situation, to launch or bolster a national campaign, try LIFE—it works.

†Publisher's estimate, Nov. 9, 1959 issue.

©Time Inc.

THE CHRONICLE MEANS THE WEST



TURN BACK TO PAGE 21

Represented by Sawyer Ferguson Walker